

## **Request for Proposal (RFP)**

**For:** Consultancy Services on International Collaboration in Higher Education in Brazil

**Date:** 08/07/2024

### **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 and influencers and our 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 work with people in over 200 countries and territories and are on the ground in more than 100 countries. In 2021–22 we reached 650 million people.

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

2.1 Going Global Partnerships programme supports universities, colleges and wider education stakeholders around the world to work together towards stronger, equitable, inclusive, more internationally connected higher education, science and TVET.

Through international partnerships, system collaborations and opportunities to connect and share, we enable stronger transnational education, more collaborative research, higher quality delivery, enhanced learner outcomes and stronger, internationalised, equitable and inclusive systems and institutions. Going Global Partnerships supports international collaboration between education providers, research organisations, sector bodies and policymakers to strengthen higher education and TVET. The programme enables shared solutions for more equitable and inclusive higher education and TVET. We

bring partners together to remove barriers to participation, make education inclusive for underrepresented groups, and tackle inequalities in the education system.

### **Programme areas:**

**Enabling research** – supporting research, knowledge and innovation collaborations to address local and global challenges and promote inclusive growth.

**Internationalising higher education and TVET** – supporting systems, institutions and individuals to benefit from internationalisation, including enabling transnational education and system alignment.

**Strengthening systems and institutions** – improving the quality and efficiency of higher education and TVET institutions and systems.

**Enhancing learner outcomes** – addressing the qualities of the global graduate, including soft skills, employability and community outcomes.

**Increasing equality, diversity and inclusion** – making higher education and TVET more accessible, equitable and accountable.

## **2.2. Background of International education agenda and Going Global Partnerships in Brazil**

Universities for the World was an initiative developed from 2017 to 2020 aiming to assist Brazil in developing its internationalisation strategy, working closely with UK Higher Education Institutions (HEI) on the design, implementation and quality assurance of internationalisation plans and strategies.

Further information on the British Council's Higher Education partnership calls in Brazil is available at: <https://www.britishcouncil.org.br/atividades/educacao/internacionalizacao>.

In 2021 the Going Global Partnerships programme started being implemented as the main axis for internationalisation, research collaboration and system support. In Brazil, key calls have shaped its delivery. The UK-Brazil Gender Equality Partnerships Calls<sup>1 2</sup>, yielding the Brazil Gender Equality Framework for Higher Education Institutions<sup>3</sup> and including workshops<sup>4</sup> to foster institutional policies and practices for gender equality in science, technology, higher education, and research institutions in Brazil in partnership with UK institutions. The initiative started with the first call for UK-BR partnerships, which was instrumental to the creation of the Brazil Gender Equality Framework for Higher Education Institutions, the second call, and has been further developed through workshops for dissemination and

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<sup>1</sup> <https://www.britishcouncil.org.br/en/women-in-science/gender-equality-call>

<sup>2</sup> <https://www.britishcouncil.org.br/en/women-science-gender-equality-partnerships-call-2022>

<sup>3</sup> <https://www.britishcouncil.org.br/en/programmes/education/brazil-gender-equality-framework-higher-education-institutions>

<sup>4</sup> <https://www.britishcouncil.org.br/women-science-workshops-sobre-igualdade-de-g%C3%AAnero>

capacity building within Brazilian institutions in partnership with British institutions that are recipients of Athena Swan Charter awards. The Brazil Gender Equality Framework is a tool developed under UK-Brazil Gender Equality Partnerships Call 2021-22 and has been used to support and transform gender equality within higher education (HE) and research.

A second strand of delivery encompasses collaborations under international education and Transnational Education (TNE). In 2023, Brazil and the UK launched the HE Connects: UK-Americas Partnerships for TNE and Internationalisation Call<sup>5</sup>, fostering collaborations and long-term relationships to accelerate activities for the internationalisation of higher education, focusing on the strengthening of capacities and building of strategic relationships to address institutional challenges for international student recruitment, research growth, Mutual Recognition of Qualifications (MRQ), and other priorities in TNE. Brazil has selected four projects, which are currently ongoing, expected to be concluded by November 2024.

Overall, the work done by the British Council in Brazil has already been reflected into over 200 HEIs in Brazil actively using UK content or adopting policy since 2018, 50 UK-BR partnerships have been initiated since 2019, and the design and dissemination of the First Gender Equality Framework in Brazil in 2022.

British Council's influence on the Science agenda as delivery partner for the Newton Fund (2014-2021), ISPF (2023 – present) has also been a key driver of research collaborations and international partnerships between the UK and Brazil.

2.3 The purpose and scope of this RFP and supporting documents is to provide a comprehensive outline of existing education, research, and institutional UK-BR collaborations as described on section 7 **Specification**.

### **3 Proposal Conditions and Contractual Requirements**

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

#### **3.1 Contracting requirements**

3.1.1 Contracting authority: the British Council which includes any other companies and organisations that control or are controlled by the British Council from time to time (see: <http://www.britishcouncil.org/organisation/structure/status>).

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<sup>5</sup><https://americas.britishcouncil.org/work-with-us/jobs/opportunities-suppliers/he-connects-uk-americas-partnerships-tne>

3.1.2 Delivery location for goods and/or services: the British Council offices is based in Sao Paulo, Brazil and the activities are expected to take place remotely.

3.1.3 Duration: the length of contract is 6 (six) months with an option to extend for up to an additional equal period.

3.1.4 Contractual terms: As set out at Annex 1 (“**Contract**”). By submitting a Proposal, you are agreeing to be bound by the terms of this RFP 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. 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 and the associated documentation should be submitted in accordance with the process set out in paragraph 12 (*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, reissue Annex 1 to reflect such changes. Any proposed amendments received from a potential supplier as part of its Proposal shall entitle the British Council to reject that Proposal and to disqualify that potential supplier from this Procurement Process.

## **3.2 General Policy Requirements**

3.2.1 By submitting a Proposal, you confirm that you will, and that you will 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>).

## **3.3 General Proposal conditions (“Proposal Conditions”)**

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

3.3.2 Third party verifications – Your Proposal 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 Proposal 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 as part of this Procurement Process is supplied in good faith. The information contained in the RFP and the supporting documents and in any related written or oral communication is believed to be correct at the time of issue. No liability (save

for fraudulent misrepresentation) is accepted for its accuracy, adequacy or completeness and no warranty is given as such.

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. The clarification process set out in paragraph 12 should be used for any queries in relation to this Procurement Process.

3.3.5 Amendments to the RFP – At any time prior to the Response Deadline, the British Council may amend the RFP and if appropriate, the Response Deadline shall, at the discretion of the British Council, be extended.

3.3.6 Compliance of Proposal – Any goods and/or services offered should be on the basis of and strictly in accordance with the RFP (including, without limitation, any specification of the British Council's requirements, these Proposal 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 supplier must comply with the Contract as set out in Annex 1 without any amendment (save as described in paragraph 3.1.4).

3.3.8 Format of Proposal – Proposals must comprise the relevant documents as detailed by the British Council in Annex 2 (Supplier Proposal) completed in accordance with relevant all instructions. Any documents requested by the British Council must be completed in full. It is important that you read the RFP carefully before completing and submitting your Proposal.

3.3.9 Modifications to Proposals once submitted – You may modify your Proposal prior to the Response Deadline by giving written notice to the British Council. Any modification should be clear and submitted as a completely new Proposal in accordance with Annex 2 (Supplier Proposal) and these Proposal Conditions.

3.3.10 Disqualification – If you breach these Proposal 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 RFP, and/or in any supporting documents, entitling the British Council to reject a Proposal apply and/or if you or your appointed advisers attempt:

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

the British Council shall be entitled to reject your Proposal in full and to disqualify you from this Procurement Process. Subject to paragraph 3.3.1 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.

3.3.11 Proposal costs – You are responsible for obtaining all information necessary for preparation of your Proposal and for all costs and expenses incurred in preparation of the Proposal. Subject paragraph 3.3.15, you accept by your participation in this Procurement Process, including without limitation the submission of a Proposal, that you will not be entitled to claim from the British Council any costs, expenses or liabilities that you may incur in submitting a Proposal irrespective of whether or not your Proposal is successful.

3.3.12 Rights to cancel or vary this Procurement Process – Nothing in this Procurement Process will bind the British Council 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 RFP, 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 in writing. Subject to paragraph 3.3.15, the British will have no liability for any losses, costs or expenses you incur as a result of such actions.

3.3.13 Consortium Members and sub-contractors – It is your responsibility to ensure that any staff, consortium members, sub-contractors and advisers abide by these Proposal Conditions and the requirements of this RFP.

3.3.14 Liability – Nothing in these Proposal 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 RFP 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 Proposal) 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 Proposal. 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 The British Council reserves the right to disclose all documents relating to this Procurement Process, including without limitation your Proposal, to any employee, third party agent, adviser or other third party involved in the Procurement Process 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.

4.4 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**”).

4.5 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.

## **5 Proposal Validity**

5.1 Your Proposal must remain open for acceptance by the British Council for a period of 60 (sixty) days from the Response Deadline. A Proposal not valid for this period may be rejected by the British Council.

## **6 Payment and Invoicing**

6.1 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 [angy.herrera@britishcouncil.org](mailto:angy.herrera@britishcouncil.org)

## 7 Specification

7.1 The consultancy services requested by the British Council in this Request for Proposal are intended to provide data, information and insight focusing on international collaboration in Higher Education between Brazil and UK institutions particularly in Science, Technology, Engineering and Mathematics (STEM).

The **overall objective** is to provide a comprehensive outline of existing education, research, and institutional UK-BR collaborations in STEM. This comprises International Education, joint research partnerships or institutional agreements leading to strategic implementation or joint project delivery.

The research must take account of the British Council's work in the country, as outlined in the section 2.2. Background of Going Global Partnerships in Brazil, and will also cover different subject areas, geographical regions, years, partnership formats, funding sources, sectors and institutions. The research should follow, but not be limited to, the aspects presented below. The components requested under this RFP include:

1. **Categorisation framework:** it will define a taxonomy for UK-Brazil collaborations in STEM. It will categorise the type, scale, depth for the different types of collaborations to be mapped to allow further analysis;
  - Criteria for categorisation framework to include, not necessarily limited to:
    - In place institutional agreements
    - In place research projects
    - Shared and co funded research or shared grants to fund collaborations.
    - Joint submissions to extend existing collaboration / research partnerships.
    - Dual degree/diplomas
    - Joint publications.
2. **Collaboration mapping:** using the categorisation framework, this mapping will provide an overview of UK-Brazil collaborations. It must allow dynamic analysis along various axes (such as research topics, institutions, funding sources). It will provide insights into collaboration patterns and identify trends.
  - **Mapping timeframe:** The timeframe of research collaborations to be mapped should be part of the categorisation framework taking into account sources availability and their relevance in regard to the research questions.
3. **Case studies:** These will provide context to the data analysis, stories and good practices identified during the data collection process. They will provide examples of long-standing partnerships between UK and Brazil, established agreements such as Memorandum of Understanding, actors involved (departments, academic and interinstitutional groups etc.), projects and programmes.
4. **Analysis:** The final deliverable will present the overall analysis based on the categorisation framework, collaboration mapping and case studies. It will give recommendations informed by the objectives of Going Global Partnerships and top- level conclusions summarising key findings from the research. It will also include an interactive matrix/heatmap (dashboard) to feature the strategic



priorities of the UK and Brazil, highlighting areas of alignment and potential collaboration opportunities. It will include visual representations of intersection areas, major joint projects, initiatives, and milestones achieved over the years. Enhancements will include clickable elements for detailed exploration, visually appealing infographics and charts to simplify complex data, and clear colour coding and legends to improve readability and interpretation.

The research to be developed under this RFP must follow the following guidelines:

- **Methodology:** The research will draw from existing reports from the British Council in Brazil and expand the investigation using other sources through:
- **Literature review:** Review existing studies, reports, and publications on UK-Brazil research collaborations. Data from publication and citation indexes.
- **Data collection:** Gather data from bibliometric sources, funding agencies, research institutions, and researchers involved in UK-Brazil collaborations.
- **Interviews and surveys:** Conduct interviews and surveys with key stakeholders to gather insights into the challenges and opportunities.
- **Case studies:** Analyse specific research collaborations as case studies to understand the dynamics and outcomes.

### **Research questions:**

The research will map, raise and systematise documentation, data and information that can address the driving research questions below. These questions should drive analysis and insights on the effectiveness and outputs of fostering international collaboration between the UK and Brazil and how these outputs meet the objectives encompassed by the Going Global Partnerships programme.

- What are the key areas of research collaboration between the UK and Brazil?
- What are the trends in research collaboration (over a timeframe defined in the categorisation framework) such as number of publications (bibliometric analysis), frequent institutions, researchers and funding sources.
- How do sector policies drive research priorities – where there are matches around strategic mutual interest.
- How do funding sources impact the nature and extent of research collaborations?
- What are the challenges and opportunities for strengthening research collaborations between the UK and Brazil?

- How do cultural, political, and institutional factors influence research collaborations between the two countries?
- What are the best practices and lessons learned from successful research collaborations between the UK and Brazil?

### **Analysis and findings:**

- Identify key areas of research collaboration between the 2 countries (and unexplored areas of collaboration) and their evolution.
- Explore the impact of funding sources on the nature and extent of research collaborations.
- Examine the role of cultural, political, and institutional factors in shaping research collaborations.
- Highlight best practices and lessons learned from successful collaborations.
- Provide recommendations for strengthening and expanding research collaborations between the UK and Brazil.

### **Timeline, Deliverables and Payment Plan**

Phase 1 Deliverable – Preliminary research report including:

- Categorisation framework
- Data collection
- Summary of key findings and preliminary analysis from the research.
- Updated work plan for the second phase including recommendations and a plan to develop case studies. Both documents should be delivered in Word format in British English.

Phase 2 Deliverable – Final research report including:

- Categorisation framework
- Data collection
- Collaborations mapping
- Case studies
- Analysis and recommendations for policymakers, funding agencies, research institutions and researchers to enhance UK-Brazil research collaborations.
- Strategic Collaboration Dashboard: illustrating the key strategic priorities of the UK and Brazil, highlighting areas of alignment and intersection.
- Executive summary in Word format in English

- Presentation of the research findings in Power Point format in English.

	<b>Deliverables</b>	<b>Payment</b>
Month 1	Work plan	30%
Month 3	Phase 1 - Preliminary report	35%
Month 6	Phase 2 - Final report	35%

### **Key considerations**

- **Language:** The existing information sources include documentation in British English and Brazilian Portuguese. Local research participants to be invited for surveys and interviews are usually Portuguese speakers, not necessarily English speakers. The research reports must be delivered in British English and the final deliverables must be in British English and Brazilian Portuguese. It will be important that the consultant team has members that are fluent both in English and Portuguese. If translation services are required, the costs should be included in the proposal.
- **Location:** The appointed supplier will be required to provide the services remotely for the British Council's office in Brazil. Other locations or other forms of Service provision may be agreed between the parties in writing from time to time by "Order Specific Terms".
- **Experience:** We expect that the appointed consultant team will have very good knowledge of international collaboration across different research fields and experience in research analysis as a referee or member of editorial board, consultancy for research funding and cooperation agencies or similar work experiences.
- **Conflict of interest:** For the sake of assuring the integrity of the research, we won't accept proposals from beneficiaries of research collaboration initiatives funded by the British Council.
- **Branding:** All deliverables developed under the contract must follow the British Council brand guidelines which will be provided to the supplier upon selection (power point template, research report template, British Council's logo etc.).
- **Intellectual property rights (IPR):** all Project IPR will belong exclusively to the British Council, as per terms of the contract agreement.

- **Policies and training:** the selected suppliers are expected to complete the British Council's mandatory training modules for non permanent workers or present the certificates of the same trainings within the last 3 years. The trainings in compliance with the policies specified in the section 3.2 are: Child Protection Awareness, Introduction to Safeguarding, Understanding Equality, Diversity and Inclusion, Fraud Awareness, Information Management, and Safety and Security).
- **Payment structure:** The charges for the Services will be based on the British Council's requests and the "Order Specific Terms". The total value of the Contract with the appointed supplier will not exceed the sum of £20,000.00 (Twenty Thousand Pounds), if supplier is UK-based.
- If the appointed supplier is Brazil-based, the total value will be R\$131,000.00 (One Hundred and Thirty One Thousand Reais). The British Council will need duly addressed and undisputed Notas Fiscais and Boletos. Additionally, the payment mechanisms will require a valid CNPJ or registration as an MEI. Bear in mind, where applicable, taxes such as IR, PIS/COFINS, or other relevant taxes, fees, and contributions will be withheld in accordance with tax legislation.
- **Pricing approach:** proposals should consider a pricing approach for consultancy fees considering the type of service requests presented in the session "7 Specification" of this document and filling out the "Pricing Approach Annex 4". It is expected that the appointed supplier will meet all costs and expenses necessary to provide the Services under the Contract, including, but not restricted to: taxes, costs of salaries, bonuses, superannuation medical and travel insurance, insurance for personal possessions or of any fees payable to personnel employed, or engaged by the Supplier. The pricing approach is also deemed to cover the cost of personal equipment, non-Working Days and all other costs including clothing, passports and vaccinations, travel to and from the airport, accommodation costs, overheads and expenses of whatsoever nature that may be incurred except those otherwise specifically provided for in the Contract.

## Governance

The consultant team will report to a Project Manager who will be the project focal point for research planning, reporting, logistics, contract and financial aspects of the project at the British Council. In addition to the focal point, the consultants will discuss technical aspects of the research with the country team in Higher Education in Brazil.

Clear lines of communication with regular meetings, monitoring and progress reporting will be established to ensure the research is completed within the agreed timeline, the expected quality and to ensure the risks or issues are raised promptly as the work progresses.

Key outputs may also be independently quality assured through the British Council's quality framework agreement.

## 8 Mandatory Requirements / Constraints

8.1 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.

## 9 Key background documents

9.1 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.

## 10 Timescales

10.1 Subject to any changes notified to potential suppliers by the British Council in accordance with the Proposal Conditions, the intended timescales applicable to this Procurement Process are:

Activity	Date / time
RFP Issued to bidding suppliers	08/07/2024
Deadline for clarification questions ( <b>Clarification Deadline</b> )	25/07/2024
British Council to respond to clarification questions	26/07/2024
Deadline for submission of Proposals by potential suppliers ( <b>Response Deadline</b> )	29/07/2024
Final Decision	05/08/2024
Contract concluded with winning supplier	16/08/2024
Contract start date	19/08/2024

## 11 Instructions for Responding

11.1 The documents that must be submitted to form your Proposal are listed at Part 2 (Submission Checklist) of Annex 2 (Supplier Proposal) to this RFP. All documents required as part of your Proposal should be submitted to [angy.herrera@britishcouncil.org](mailto:angy.herrera@britishcouncil.org) by the Response Deadline, as set out in the Timescales section of this RFP.

11.2 The following requirements should be complied with when submitting your Proposal in response to this RFP:

- Please ensure that you send your submission in good time to prevent issues with technology – late Proposals may be rejected by the British Council.

- Do not submit any additional supporting documentation with your Proposal except where specifically requested to do so. 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 Proposal document, clearly labelled and cross-referenced to the Proposal as relevant.
- If you submit a generic policy / document you must indicate the page and paragraph reference that is relevant to a particular part of your Proposal.
- Unless otherwise stated as part of this RFP or its Annexes, all Proposals 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 Proposal.
- Any deliberate alteration of a British Council requirement as part of your Proposal will invalidate your Proposal 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 Proposal to the RFP requirements and pricing will be incorporated into the Contract, as appropriate.

## **12 Clarification Requests**

12.1 All clarification requests should be submitted to [angy.herrera@britishcouncil.org](mailto:angy.herrera@britishcouncil.org) by the Clarification Deadline, as set out in the Timescales section of this RFP. The British Council is under no obligation to respond to clarification requests and will respond if the question is appropriate and received before the Clarification Deadline.

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

12.3 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.

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

## **13 Evaluation Criteria**

13.1 You will have your Proposal evaluated as set out below:

**Stage 1:** Proposals will be checked to ensure that they have been completed correctly and all necessary information has been provided. Responses correctly completed with all relevant information being provided and all mandatory requirements as outlined in Section 8 met will proceed to Stage 2. Any Proposal not correctly completed in accordance with the requirements of this RFP and/or containing omissions may be rejected at this point. Where a Proposal is rejected at this point it will automatically be disqualified and will not be further evaluated.



**Stage 2:** If a bidder succeeds in passing Stages 1 of the evaluation, then it will have its Proposal evaluated in accordance with the evaluation methodology set out below.

13.2 Award Criteria – Responses from potential suppliers will be assessed to determine the most economically advantages proposal using the following criteria and weightings and will be assessed entirely on your response submitted:

Criteria	Weighting
Social Value: Assessing the impact of a proposal on society, considering factors like addressing social challenges, promoting inclusivity, improving quality of life, and supporting sustainable development.	10%
Quality: Evaluating the overall excellence and effectiveness of a proposal, including the feasibility of objectives, the soundness of the methodology, and the potential for desired outcomes.	20%
Methodology and Approach: Examining the proposed methods, approaches, or strategies for implementation, considering factors like appropriateness, innovation, and feasibility.	30%
Commercial: Assessing the economic sustainability of the proposed project, including market demand, cost-effectiveness, revenue generation potential, and long-term viability.	40%

13.3 Scoring Model – Proposals will be subject to an initial review at the start of Stage 2 of the evaluation process. Any Proposals not meeting mandatory requirements or constraints (if any) will be rejected in full at this point and will not be assessed or scored further. Proposals 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
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<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 RFP and/or no response has been provided.

13.4 Commercial Evaluation – Your “Overall Price” (as calculated in accordance with requirements of Annex 3 (Pricing Approach) for the goods and/or services will be evaluated by the evaluation panel for the purposes of the commercial evaluation, further information on this approach may be available in Annex 3. 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 Proposal at this point. The British Council may also reject any Proposal 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 Proposal offering the lowest “Overall Price”. Other Proposals 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.

13.5 Moderation and application of weightings – The evaluation panel appointed for this Procurement Process will meet to agree and moderate scores for each award criteria. Final scores in terms of a



percentage of the overall Proposal 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.

13.6 The Winning Proposal(s) - The winning Proposal shall be the Proposal 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)] obtained by the Authority relating to any self-certification or other requirements referred to at any time in this Procurement Process.

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

**Annex 1 – Draft Agreement (2 templates, one for UK companies and another one for Brazilian Companies)**

**Annex 2 – Supplier Proposal**

**Annex 3 – Pricing Approach**