

Higher Education Brazil

**Call for proposals -
Academic Writing in
English - Online Course**

May 2020



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Call for Proposals

The British Council in Brazil is looking for a consultant or trainer in the UK with experience in designing and delivering online training to design the content and deliver a four-module (20-hour) Academic Writing course for a group of Masters' and PhD students, and early-career researchers from the State of Parana in Brazil.

The modules can be based on our own Researcher Connect course (which has been successfully delivered in the State in the past and is where their interest comes from), adding in some of the latest approaches to academic writing, adapting to online delivery and ensuring suitability for the participants described above.

The four modules you will be leading on will be delivered as part of a much wider programme within the State of Parana, aimed at skilling up students and researchers in various areas of academic writing (see below for more details), delivered by a leading group of academics from the state, with whom you will liaise to ensure the successful integration of our modules.

The modules are planned to use a blend of synchronous (2-3 hours) and asynchronous (2-3 hours) learning approaches – totalling 5 hours of learning for students, per module. The first iteration of the modules will be delivered in August 2020, with a second iteration (a second cohort) delivered in August 2021.

Participants' level of English will be a minimum of a solid B2 – CEFR.

The programme was originally intended to be delivered through a mix of classes both in person and online. Now in the context of Covid-19, delivery will be likely be 100% online in at least 2020. The modules delivered by the UK consultant will be completely online for both cohorts, 2020 and 2021.

The learning platform will be provided by the client and would require no development on your behalf. You will be providing the content for the four modules, resources for students, training notes and resources, and live delivery of the modules to the two cohorts.

Length of the programme:

Course I: 12 weeks (60 hours)

Designed and delivered by the State of Parana.

Course II: 15 weeks (60 hours)

40 hours delivered by the State of Parana, 20 hours designed and delivered by British Council commissioned UK consultant/trainer

Dates of the programme:

Course I: First semester in 2020 (before Course II), and repeated in March 2021

Course II: August 2020 and August 2021, with 4 modules delivered by British Council commissioned UK consultant/trainer

Objective of the programme:

The aim of this two-course programme is to provide participants with tools to develop and improve their academic and professional writing skills in English as a foreign language.

At the core of the project is the process of writing in the context of academia and scientific production.

By taking **Course I** the participants will be able to produce abstracts and extended abstracts for enrolment in international events.

Course II is designed to those interested in writing complete articles of their research.

The classes will be developed with a hands-on approach, which means that the participants will produce their writing materials (abstracts, extended abstracts, complete articles) throughout the courses.

It is expected that, at the completion of the courses, the participants may have potential material to submit for international events and/or publications.

Course Description:

Course I - Writing Abstract and Extended Abstracts in English – 12 weeks

Delivered by academics in the State of Parana.

MODULE	MAIN CONTENT	LENGTH (HOURS)
0	Orientation Module: Welcome to our Online campus	2
1	Background to academic writing (purpose, types, text format, linguistic features, writing paragraphs)	5
2	Reading academic texts and developing critical thinking	5
3	From understanding to planning writing (key points, note-taking, summarizing, organizing paragraphs)	5
4	Writing general-specific texts	5

5	Writing: problem, process and solution	5
6	Language focus: Style (vocabulary shift, formal grammar and style) and Flow (linking words and phrases)	5
7	Paraphrasing, combining sources, plagiarism	5
8	Reports, case studies and literature reviews	5
9	Designing and reporting surveys: abstracts	5
10	Reading and writing abstracts and extended abstracts of research	5
11	Writing abstracts and extended abstracts of research	5
12	Writing abstracts and extended abstracts of research: peer-review, re-writing, proof-reading; sharing experiences and feedback	5
TOTAL		60

Course II - Writing Articles in English – 15 weeks

Modules 1, 2, 10 and 11 are the modules you will be developing for this course.

MODULE	MAIN CONTENT	LENGTH (HOURS)
0	Orientation Module: Welcome to our Online campus	2
1	<p>The how, where and why of academic writing (AW): understanding and evaluating good writing.</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To develop awareness of the importance of AW. • To present and discuss the features, contexts and purposes of AW in English. • To elaborate on the importance of “good” writing in English. • To enable the participants to perceive the features of a good text. 	5

2	<p>Structure of academic articles: discussing the impact/role of good research question(s).</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To present an overview of the classic sections of scientific articles. • To discuss the development of the students' Research Question(s) and their impact. • To search for potential journals for the paper to be published (connection with Module 9). 	5
3	Methodology aspects of scientific articles	6
4	(Synchronous activity/class) Hands on: writing the method	5
5	Focus on the review of literature section: working with sources (combining two or more sources, taking a critical approach)	6
6	(Synchronous activity/class) Hands on: writing the review of literature	5
7	Results, discussion and conclusion	6
8	(Synchronous activity/class) Hands on: writing the results, discussion and conclusion	5
9	Formatting, references and hands on: working with the first draft	5
10	<p>Writing the abstract and introduction; editing (APA, MLA, VANCOUVER).</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To support the participants in the writing of the abstracts and introduction of students' first drafts. 	5
11	<p>Hands on: proofreading and peer review of the complete article</p> <p>Objectives:</p> <ul style="list-style-type: none"> • To provide support to the participants in the reviewing of the complete article. 	5
12	(Synchronous activity/class) Hands-on: reflection and evaluation of the course: feedback from professors and students	2
TOTAL		60

Details of consultancy:

This call for proposal is opened to all institutions and individuals who can commit to delivering the following:

	ACTIVITY	DATES	Approx. days work
1	Initial alignment with the academics leading the programme from State of Parana through email and video call.	June 2020	Total of 2 days
2	Course design and content creation	June to mid-July 2020	Please tell us your proposal
3	Technical pilot (to test platform and content, not full delivery)	Late July 2020	1 day
4	Course II implemented (live delivery of modules 1, 2, 10, 11) 2020 4 modules of 5 hours learning for students	August to December 2020	Please tell us your proposal
5	Post-course follow-up, with reasonable allowance for modifications, ahead of second cohort.	December 2020	Please tell us your proposal (anticipated no more than a few days)
6	Course II implemented (live delivery of modules 1, 2, 10, 11) 2021 4 modules of 5 hours learning for students	August to December 2021	Please tell us your proposal

The development of Activity 2 will include:

- Design of activities
- Creation of student resources
- Creation of any pre-recorded videos (optional)
- Development of trainer notes and resources

We would also like you to consider how the learning outcomes could be measured amongst students who complete the course, designing the feedback mechanisms, so that we can evaluate the modules in Activity 5 with the client, and ultimately report on student progress at the end of each course.

Intellectual Property:

The Consultant expressly agrees that the 4 modules, their content and resources, shall belong exclusively to the British Council, even if created outside its premises, if bound to or resulting from the performance of the scope of this Agreement and/or the information owned by the CLIENT.

Also, the UK- Consultancy should produce training notes and a complete training pack that can be used afterwards, observing that the intellectual property should belong to British Council in Brazil.

Proposals

Your proposal should cover the following points:

- Your interest in this opportunity.
- Your track record (aligned with what is being sought).
- An outline your methodology and approach for the 4 modules (you can use images, sample materials etc. to support if needed).
- Budget for delivering everything outlined on page 6. Your budget should be broken down by each stage, with suggested number of days work.

Please note that the proposal should have **a maximum of 6 pages**.

Selection criteria

CRITERIA	%
Experience in designing and delivering online courses	15%
Academic knowledge	15%
Training methodology	35%
Budget	35%

ACTION REQUIRED

Proposals should be sent to Jessica Swann (Jessica.Swann@britishcouncil.org) by no later than Monday, 18 May 2020. Subject line: “Proposal – Academic writing online course for Brazilian partner”.

Should you have any questions related to this call for proposals, please contact Jessica Swann by no later than 15 May 2020. Subject line: “Proposal – Academic writing online course for Brazilian partner - Questions”.

Proposals will be assessed according to compliance with the terms of reference above and breakdown of costs/budget.

All institutions/individuals will be contacted by Thursday 21 May with the results.

CONTACT PERSON

Jessica Swann

Senior Manager Higher Education- Americas

British Council

Jessica.Swann@britishcouncil.org

COUNTER-TERRORISM AND MONEY LAUNDERING POLICY

The British Council is a UK organization for cultural relations and educational opportunities.

As a non-profit organization, the British Council must comply with applicable Brazilian law, including by making sure that its assets are protected and properly used to meet its objectives. We also have a duty to protect the public funds we receive. The funds must not be used to support criminal or terrorist intentions, or in any way that violates the applicable penalties.

This policy applies to all British Council operations worldwide, unless the local legal requirements are more stringent, or if the enforcement of the policy is unlawful under local regulations.

The British Council will assess the risks of becoming involved in terrorism and money laundering, and of violating applicable penalties. It will implement proportional measures to manage these risks, while continuing to work in difficult and challenging places.

The British Council undertakes to:

- Have systems, procedures, and controls in place, to make sure the risks of becoming involved with the funding or support to terrorist activity, money laundering, or violation of penalties are managed;
- For the highest-risk negotiations, check whether the funds that the British Council receives or works with are not on lists of banned terrorist groups or persons, lists of financial penalties, or other lists of regulatory compliance, and assessing the risks, if any;
- Train its team to be aware of the risks related to terrorist activity, money laundering or violation of penalties;
- Make sure that its staff understands their obligations to report any actual or suspected terrorist or money laundering activity; and
- Comply with its obligations, informing the external authorities when necessary.

We require that all funds received by the British Council comply with this policy, to make sure that funds and assets are not used to fund or support terrorist or money laundering activity.

The British Council will review this global policy annually, to reflect new legal and regulatory developments and ensure the adoption of best practices.

EQUALITY, DIVERSITY AND INCLUSION POLICY

The British Council creates opportunities for people from the UK and other countries and builds a relationship of trust between them around the world. The British Council seeks to work effectively with diversity and promote equal opportunities, and this is an essential part of the work.

The British Council is committed to ensuring that there is no unjustified discrimination in the recruitment, retention, training and development of employees based on age, disability, gender (including transgender), HIV/AIDS, marital status (including steady union), pregnancy and maternity, political opinion, race/ethnicity, religion and belief, sexual orientation, socioeconomic history, criminal background, trade union membership, work pattern, existence of dependents or any other data irrelevant to the function performed.

It also aims at respecting and promoting egalitarian legislation, following the laws and intentions they express in this area and seeking to avoid unjustified discrimination, recognizing that discrimination is a barrier to equality, diversity, inclusion and human rights.

The British Council undertakes to:

- understand, value and work with diversity, in order to allow fair and integral participation in our work and activities;
- ensure that there is no unjustified discrimination in our recruitment and selection processes, among others;
- promote equality, including checks on conditions of equality and impact assessments of policies and functions, as well as progressive action plans aiming at diversity;
- treat everyone with whom we work with justice, dignity and respect; and
- do our part to remove barriers and correct imperfections caused by inequality and unjustified discrimination.

The British Council requires all employees to ensure that their behavior is consistent with this policy. It also asks that customers, users, partners and suppliers be aware of this policy and act accordingly.

The British Council will provide appropriate and adequate resources to implement this policy, and make sure that it is communicated and understood.

The British Council will review this policy annually, to reflect new legal and regulatory developments and ensure the adoption of best practices.

CHILD PROTECTION POLICY

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities.

We believe that child protection requires everyone to take responsibility and that every child matters. We recognise that the care, protection and welfare of children is paramount and that all children have the right to be protected from all types of harm.

The British Council also recognizes that it has a fundamental duty of care towards all children with whom it interacts, including the duty to protect them from abuse. This goal is achieved through compliance with all applicable legislation on the protection of children, as well as compliance with the 1989 UN Convention on the Rights of the Child (UNCRC).

We aim to achieve this through compliance with UK child protection laws and the relevant laws in each of the countries where we operate and by adhering to Article 19 of the United Nations Convention on the Rights of the Child (UNCRC) 1989.

A child is defined in the British Council as anyone who has not reached their 18th birthday (UNCRC 1989) irrespective of the age of majority in the country where the child is, or in their home country.

The British Council is committed to:

- valuing, respecting and listening to children
- ensuring all necessary checks are made when recruiting staff
- maintaining strong child protection systems and procedures for staff
- training its staff and providing a common understanding of child protection issues to inform planning and practice
- sharing information about child protection and good practice with children and parents/carers
- sharing information about any concerns with the relevant agencies and involving parents and children appropriately
- providing effective management for staff through clear processes, supervision and support.

We will provide adequate and appropriate resources to implement this policy and will ensure it is communicated and understood.

The British Council will review this global policy statement annually to reflect new legal and regulatory developments and ensure good practice.

ENVIRONMENTAL POLICY

The British Council creates opportunities for exchange of knowledge between nations and the United Kingdom, creating a relationship of trust with the nations where it is based. Its operations and activities have an impact on the environment and, as such, it is committed to manage and reduce the impact of the organization on the environment.

The Environmental Management System (EMS) has been awarded the ISO14001 certificate in the UK and the environmental action plan aims at reducing carbon footprint in the United Kingdom.

The British Council uses a tool called the Environmental Framework Tool (EFT), to manage its environmental impact in more than 100 countries where the British Council operates.

In Brazil, efforts are being made to improve environmental performance by using this tool, which requires the British Council to report progress in specific areas, including employee awareness and their understanding of the environmental impact of activities and behaviors.

The British Council undertakes to:

- evaluate, understand and control the environmental impacts arising from its activities;
- ensure compliance with all relevant national environmental legislation;
- define environmental objectives and targets for activities with significant impact, taking into account the aspirations of the partners;
- communicate progress in reducing environmental impact to stakeholders within and outside the British Council; and
- monitor and reduce the impact of corporate travel on the environment.

The focus of the British Council will be to:

1. Reduce the use of power and water and the carbon emissions resulting from its activities;
2. Reduce the production of garbage, reinforcing practices to reduce use, reuse of materials and recycling;
3. Choose sustainable options during the procurement of goods and services;
4. Monitor and reduce the environmental impact of business travels and explore innovative mechanisms to further develop cultural relations in countries where it operates in an effective manner;
5. Use its creativity and global position to promote sustainability through commitment to the climate change agenda.

The responsibilities of the British Council are the following:

- Responsibility for the environmental policy falls on the National Officer
- The EFT National Coordinator is responsible for:
 - managing the implementation of the EFT in Brazil
 - leading the implementation team, called the Green Team Champions
 - completing the EFT evaluation process and submitting a report to the Regional Coordinator
- The implementation team, called the Green Team Champions, shall be responsible for:
 - working with the National Coordinator to promote environmental awareness
 - contributing to the development of the British Council's environmental policy and action plan for the country
 - leading specific tasks aligned with the EFT

The entire British Council team is responsible for adjusting to the new environmental policy and adjusting its actions to support the improvement of its environmental performance. Officers will be responsible for including in the induction of every new employee an introduction to the environmental policy.

ANTIFRAUD AND CORRUPTION POLICY

The British Council creates international opportunities for people from the UK and other countries and builds relationships of trust between them around the world.

As a nonprofit organization, the British Council must comply with the applicable Brazilian law, including by making sure that its assets are protected and properly used to meet its objectives. The British Council also receives British aid funds (through the Foreign and Commonwealth Office), and it needs to take steps to preserve these public funds.

The British Council has a policy of "zero tolerance" with regard to fraud, bribery and corruption. Always investigating and seeking to take disciplinary and/or legal measures against those who commit or assist someone to commit, fraud or any other improper activity in their operations.

The British Council undertakes to:

- Develop an anti-fraud culture throughout the organization;
- Seek to minimize opportunities for occurrence of fraud, bribery and corruption;
- Have effective systems, procedures and controls in place, which enable the prevention and detection of fraud, corruption and bribery;
- Make sure that its team is aware of the risks of fraud, bribery and corruption and that it understands its obligations to report any actual or suspected incidents of fraud, bribery or corruption;
- Analyze all reports of fraud, bribery and corruption seriously, and investigate them proportionately and appropriately; and
- Fulfill its obligations by reporting any incidents of fraud, corruption and bribery to the appropriate external authorities.

The British Council will provide appropriate and adequate resources to implement this policy and make sure that it is communicated and understood.

The British Council will review this global policy annually, to reflect new legal and regulatory developments and ensure the adoption of best practices.