



Request for Proposal (RFP)

For: *Research on Higher Education institutional collaborations between Greece and the UK in the field of Trans-National Education (TNE)*

Date: 29 January 2017

1 Overview of the British Council

The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. Its purpose is to build engagement and trust for the UK through the exchange of knowledge and ideas between people worldwide. It seeks to achieve its aims by working in education, science, governance, English and the arts.

The British Council was established in 1934 and incorporated by Royal Charter in 1940. It is registered as a charity in England and Wales (charity no. 209131) and Scotland (charity no. SCO37733). It is also an executive non-departmental public body, with the Foreign and Commonwealth Office as its sponsoring department.

Its primary charitable objects are set out in the Charter and are stated to be:-

- Promote cultural relationships and the understanding of different cultures between people and peoples of the United Kingdom and other countries;
- Promote a wider knowledge of the United Kingdom;
- Develop a wider knowledge of the English language;
- Encourage cultural, scientific, technological and other educational co-operation between the United Kingdom and other countries;
- Otherwise promote the advancement of education.

The British Council works in more than 110 countries around the world and employs over 7000 staff worldwide. It has its headquarters in the UK, with offices in London, Manchester, Belfast, Cardiff and Edinburgh. Further information can be found at www.britishcouncil.org

In Greece, we have been working since 1939, offering a wide range of services and activities, and have offices in Athens and Thessaloniki. We work together with a large number of Greek organisations – ministries, universities, academic and research institutions, schools, non-governmental and cultural organisations in both the public and private sectors. Further information can be viewed at www.britishcouncil.gr.

2 Introduction and background

Greece is leading UK TNE in Europe with more than 12,000 Greeks studying UK courses in-country. Also, Greece is among the top ten markets globally, ranked 3rd in number of UK programmes and 7th in enrolments. In the UK, in the months following the EU referendum, questions about how UK universities will maintain their relationships across the EU have broadened. In the midst of concerns that EU students may find UK degrees become less out of reach financially and socially, it is reported that many university leaders and policy makers are considering transnational education. Will UK universities look to grow the programmes they offer in Europe and specifically in Greece, and if so, how? In Greece, local TNE providers predominantly from the private sector monitor the situation closely after the referendum to assess implications to their programmes. Conversations with them so far reveal concerns related with the recognition framework of TNE degrees following UK's withdrawal from the EU as well as aspirations and ambitions for further growth, especially if degrees' recognition is settled successfully.

British Council Greece is conducting this research to collect data about the nature and scale of interest from local state and private institutions for TNE with UK institutions as well as to gain an in-depth understanding of the financial, legal, institutional and recognition related issues that may affect growth in this sector in Greece and the UK. The findings of the research will enable the Greek office to develop a strategy of engagement with policy makers and institutions aiming to support the development of HE partnerships between the two countries.

Conditions and contractual requirements

The Contracting Authority is the British Council which includes any subsidiary companies and other organisations that control or are controlled by the British Council from time to time.

The appointed provider should ideally be based in Greece although not compulsory provided he/she demonstrates capacity to deliver the project remotely while adhering to project aims, scope and outcomes.

The appointed provider will only process personal data accessed in performance of the services in accordance with the British Council's instructions and will not use such data for any other purpose. The contracted provider will undertake to process any personal data on the British Council's behalf in accordance with the relevant provisions of the Data Protection Act 1998 and ensure appropriate and legislative consent is acquired where necessary.

The provider will comply with all applicable legislation and codes of practice, including, where applicable, all legislation and statutory guidance relevant to the safeguarding and protection of children and vulnerable adults and with the British Council's Child Protection Policy; in addition the provider will ensure that where it engages any other party to supply any of the services under this agreement that that party will also comply with the same requirements as if they were a party to this agreement.

All relevant policies that providers are expected to adhere to can be found on the British Council website – <http://www.britishcouncil.org/about/policies>. The list of policies includes (but it is not limited to):

- Anti-Fraud and Corruption
- Child Protection Policy
- Equal Opportunities Policy
- Fair Trading
- Health and Safety Policy
- Environmental Policy
- Records Management
- Privacy

This document does not constitute an offer to provide goods and/or services to the British Council.

All costs incurred in the preparation of the proposal are the provider's responsibility.

The British Council reserves the right to request reference information.

The British Council is not obliged to award a contract for these services and reserves the right to withdraw from the procurement process at any stage.

3 Objectives/Specification/Outcomes

The main focus of the research is to provide a greater understanding of the market for Trans-national programmes within Greece and an analysis of opportunities, challenges and prospects. The research will also provide an overview of the UK sector's interest in Greece for TNE.

Research objectives

- Provide an overview of current scale and scope of TNE in Greece, policy environment and state of the market
- Understand perceptions, needs and decision making process of students about TNE
- Understand the local partners and providers in terms of their capability, interest as well as challenges for TNE programmes
- Explore interest of Greek HEIs for programmes in English
- Explore nature and scale of interest of Greek HEIs for partnerships with UK institutions
- Explore interest, opportunities and challenges of UK partners in offering TNE programmes

The research will **scope out** the following:

Market overview: current market situation, number of UK programmes in the state and private sector, number of students on programmes, breakdown in terms of nationality/gender/age, fee structure, nature of agreement and history. Data to be collected via questionnaires

Students: their perceptions about TNE, needs (types of programme/subject demand); how do potential students find out about TNE opportunities? How to communicate? What are the benefits? What is the brand of TNE in Greece? Is it influenced by Brexit and if yes, how?

Local Providers, State & Private Sector: Types of programmes they are interested in developing TNE arrangements for; the challenges they face in creating TNE partnerships e.g. legal, financial, finding suitable partner, other; Capacity (e.g. staff skills to deliver TNE/suitable infrastructure; support required from BC and UK institutions

Decision Makers (Ministry, Rectors, Regulators): review of the current process of licensing and recognition of qualifications (e.g. legal, quality assurance framework); Current Government support/attitude to TNE and future agenda either favourable or unfavourable to TNE initiatives;

UK sector: nature and level of potential interest in Greece for TNE development; opportunities as well as challenges and barriers they face.

Suggested approach: Methodology to include a combination of the following with flexibility to consider other options:

- Questionnaires to selected state and private institutions to collecting factual data
- Focus Groups & Interviews with Decision Makers & Students
- Case Studies with UK Institutions and Local institutions from the public and private sector

Outcomes and deliverables

- A greater understanding of the market for Trans-national programmes within Greece
- Analysis of the demand of state and private institutions for TNE programmes
- Analysis of the financial, legal, institutional and recognition related factors that may affect growth in this sector both from the UK and local viewpoints
- A greater understanding of the student decision making process for TNE programmes in general and during the transition of UK's withdrawal from the EU
- An insight to the policy environment and set of recommendations for strategic engagement with decision makers in government and institutions aiming to encourage institutional collaborations with the UK
- The demand for English language speaking programmes as part of institutions' IHE strategies and capacity building opportunities for the British Council

The provider should aim at ensuring successful delivery of the project's outputs to client satisfaction and in line with British Council standards.

Intellectual Property Rights

Any pre-existing materials provided to the provider by the British Council and any reports, materials, and documents produced by the provider for the contract, the intellectual property rights will be owned by the British Council.

Budget

The available budget ranges from £7,500 to £13,000

Timescales

Subject to any changes notified to potential suppliers by the British Council in accordance with the Tender Conditions, the following timescales shall apply to this Procurement Process:

Activity	Date / time
RFP Issued to bidding suppliers/posted on British Council website:	2 February 2018
Deadline for clarification questions (Clarification Deadline):	6 February 2018
British Council to respond to clarification questions:	9 February 2018
Deadline for submission of RFP responses by potential suppliers (Response Deadline):	23 February 2018
Final Decision:	28 February 2018
Sharing preliminary findings/conclusions:	30 April 2018
Contract conclusion:	31 May 2018

4 Instructions for Responding

Detailed Response: Please submit clarification requests to maria.tsakali@britishcouncil.gr by 6 February 2018. Proposals should be submitted to maria.tsakali@britishcouncil.gr and Nektaria.Theodoropoulou@britishcouncil.gr no later than 17:00 local time, **Friday 23 February 2018**.

Essential Requirements:

All proposals should include the following:

- CV with detailed analysis of recent experience (within the last five years) including proven knowledge in the field of HE and especially on TNE in Greece and the UK. To justify experience and knowledge, the provider should include relevant references, previous projects, publications
- The proposal should be presented in the form of a report detailing methodology, approach, resources and action plan against outcomes and deliverables
- The British Council also requires a powerpoint (or other format of brief presentation) which summarises the highlights and headlines for this project
- An email or letter with the financial offer and cost breakdown for the provided services
- The reassurance that you will be able to undertake the project within the timeframe described in the RFP form which can only be extended subject to reasons mutually agreed

Evaluation Criteria:

All proposals will be evaluated against the following criteria:

- i) Knowledge and Experience
- ii) Methodology and Approach
- iii) Resources required and Action Plan
- iv) Cost

In addition, the following key points must be considered when responding to this RFP:

- Providers can be freelancers, researchers, individuals, or private institutes/organizations/companies or public bodies constituting a formal legal entity.
- Please ensure that you send your submission in good time to prevent issues with technology - late submissions may not be considered.
- Supporting evidence (PDF, JPG, PPT, Word and Excel formats only - other formats should not be used) can be provided to substantiate your response – please ensure that all attachments/supporting evidence is clearly labelled with the appropriate question number. Total size of submitted files should not be higher than 10 Mb.
- It is not acceptable to submit a generic policy in answer to a question. If you submit a generic policy you must indicate the page and paragraph reference to the appropriate content.
- Where supporting evidence is requested as 'or equivalent' - it is the Tenderers responsibility to prove the relevant equivalence.
- Completion and submission of your response does not guarantee award of any contract from the British Council.

A tender response or any other document requested by the British Council may be rejected when:

- contains hand written amendments which have not been initialled by the authorised signatory;
- does not reflect and confirm full and unconditional compliance with the British Council forming part of the RFP;
- is not submitted in a manner consistent with the provisions set out in this RFP
- is received after the Response Deadline

