**“Baku Formula 1 Azerbaijan Grand Prix – Technology is Great”**

**TERMS OF REFERENCE**

**Experts for one-day event on UK High Technology in Education promotion around**

**Formula 1**

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| Assignment :  | UK High Technology in Education promotion at F1 Paddock Club |
| Location : | Baku, Azerbaijan |
| Dates:  | 28 April, 2018 |

**About:**

**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. Its programmes, products and services reached a total audience of 600 million people worldwide.

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](http://www.britishcouncil.org)

Our work in Azerbaijan is in the fields of education, English and the arts.

* British Council Azerbaijan. Our work in higher education aims to globalise knowledge partnerships, promote innovation, extend policy debates, and establish a new generation partnership model to develop global knowledge economies. It builds tripartite partnerships between governments, universities and industry in the UK and through a unique approach to cultural relations, builds trust, engagement and mutual benefit.

**The British Embassy in Azerbaijan** maintains and develops relations between the UK and Azerbaijan. The work covers a range of issues including democracy, an open market-based economy and effective governance structures. The Embassy liaise with the Azerbaijani government and Institutions on behalf of UK institutions and government departments, and support the UK’s international priorities.

Further information can be found at <https://www.gov.uk/world/organisations/british-embassy-baku>

**Background:**

British Embassy Baku plans to hold a series of events from 26-29 April during the 2018 Formula 1 Azerbaijan Grand Prix under the auspices of the Great campaign. These events will include elements like **“Fashion is Great”,** **“Innovation is Great”,** “**Business is Great”** and **“Education is Great”.** Although Formula 1 itself is a global sports event, eight of the eleven teams competing in the championship are based in the UK. These are supported by a large UK technology based industry.

The main objective is to showcase the latest technology and expertise, together with other leading creative brands that the UK is able to offer to Azerbaijan. British Embassy Baku will work closely with the Baku City Circuit and the Baku City Authorities team to facilitate our arrangements.

The sub - objectives are to:

* showcase the British automotive/AEM/Oil & Gas/Digital Economy/Retail /aviation sectors to key audiences,
* increase exposure of DIT/GREAT to F1 VIPs, high-level investors and Azerbaijan companies across all sectors,
* connect with new Azerbaijan and UK companies for potential FDI and trade opportunities,
* showcase British technology, services, food/drink and fashion to increase exposure to potential purchasers and partners,
* demonstrate the UK as the home of F1 and promote UK capabilities to Azerbaijan F1 fans and Azerbaijani companies.

**Objective of the event**

The main objective is to showcase this latest technology and expertise, together with other leading creative brands that the UK is able to offer Azerbaijan. British Embassy Baku will work closely with the Baku City Circuit and the Baku City Authorities team to facilitate the arrangements.

**Responsibilities and tasks of the expert**

British Embassy Baku is looking for an experienced UK expert to present at UK High Technology event. This should be a highly experienced expert combining profound creative enterprise, entrepreneurship and innovation management expertise. The expert is expected to have a professional affiliation with a UK higher education institution and have minimum 5 years of innovation and enterprise management expertise to showcase their institution’s experiences.

If short-listed and selected, the expert is expected to hold initial briefing teleconference with the British Embassy Baku representative, develop presentation materials for the event and deliver the presentation.

**Funding**

International travel return ticket expenses of UK expert will be covered by British Embassy in Baku.

**Specifics**

British Embassy Baku will be responsible for the logistics and organisation of the event.

**Timetable**

26 April- arrival

28 April– event day

29 April- return

**Expertise**

The expert must possess relevant experience to deliver the required services, including:

* High level knowledge of best practice in profound creative enterprise, entrepreneurship, innovation management and higher education governance expertise
* Experience of delivering similar services with similar audiences.

Desirable competency:

* to have a working knowledge and experience in Azerbaijan.

**Confidentiality**

All information contained within this document is confidential and is provided only to give suppliers an adequate understanding of the British Council’s requirements and under no circumstances should be disclosed to a third party without the British Council’s consent.

All relevant policies that suppliers are expected to adhere to can be found on the British Council website – <http://www.britishcouncil.org/new/about-us/jobs/folder_jobs/register-as-a-consultant/policies-for-consultants-and-associates/>

This document does not constitute an offer to provide goods/services to the British Council and the British Council is not obliged to award a contract for these goods/services.

The British Council reserves the right to request reference information.

**Instructions for applicants**

To be considered, a resume and one page expression of interest letter that would contain description of relevant experience must be sent in electronic form to Rena.Zeynalova@fco.gov.uk not later than 30 March 2018.

**Application**

For all options the following requirements are mandatory:

* Expert resume
* Expression of Interest (EOI) letter outlining relevant expertise
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