Research Specification: Cross Arts Gender Analysis (2025)

1. Terms of Reference

Background:

According to the British Council's Missing Pillar research, *"culture can contribute to furthering women's empowerment and gender equality. Understanding the socio-cultural context and fostering cultural participation is critical in order to increase resilience, reduce vulnerabilities and address gender-based violence to achieve gender equality. Gender relations are critical in the transmission of cultural knowledge and skills, the protection and safeguarding of cultural heritage, the promotion of equal rights and access to cultural life, and the emergence and strengthening of the cultural and creative industries".*

Globally, cultural and creative industries rank among the four sectors of the economy with the highest employment of women[1]. According to UNESCO data*, "the cultural and creative sector is one of the most powerful engines of development worldwide. It accounts for more than 48 million jobs globally –almost half of which are held by women – representing 6.2% of all existing employment and 3.1% of global GDP.*

Despite the significant presence of women, and gender minorities, in creative professions, there are challenges that impede the achievement of gender equality in the sector, including:

- Unequal access to decent work, gender pay gaps and under-representation in leadership and decision-making roles.

- Parenting and care responsibilities hampering women's career progression and success, often resulting in their taking up flexible, freelance, part-time and/or contractual work that can be precarious and insecure.

- The gender digital divide, where factors like low digital literacy, affordability, digital infrastructure and restrictive socio-cultural norms mean women face obstacles to accessing digital tools for artistic creation and distribution. Women and gender diverse artists are also increasingly exposed to online harassment, abuse, bullying and lack of safety (see 2020 and 2021 UNESCO reports).

- Data, insights and evidence on gender issues in the arts and culture sector and creative professions is limited. Additionally, there is almost no information about gender diversity and non-binary genders. This makes it difficult to design evidence-based programmes and policies that can benefit women and gender minorities in an impactful way.

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[1] GIZ; "Cultural and creative industries as a driver of employment – support for women in a future-oriented sector"; https://www.giz.de/en/worldwide/121601.html#:~:text=Internationally%2C%20cultural%20and%20creative%20industries,as%20the%20global%20automotive%20industry; accessed on 28 Nov 2024

How our work supports gender equality:

British Council programmes in arts and culture support efforts to strengthen gender equality and reduce inequalities. We do this by emphasising the mainstreaming of gender equality across all aspects of our work. This includes:

- Access to safe spaces for free expression; for challenging conversations about gender equality and perceptions of gender roles and capabilities;

- Enabling increased social cohesion in a range of contexts – exploring gender related discrimination and divisions and enabling action to address this and to find common ground;

- Increasing agency, autonomy and voice – enabling women to build their confidence, skills to speak out and take action to improve their lives and that of others, challenge gendered stereotypes and gender inequalities;

- Strengthening practice, capability and employment skills reducing barriers for underrepresented groups – developing new skills and networks, particularly for women and promoting inclusive economic growth;

- Generating new knowledge, ideas, and insights to inform policy – ensuring that policies promote gender equality and the inclusion of women and underrepresented groups;

- improving the understanding of the role culture can play in addressing cross-cutting themes, including gender equality – designing, piloting, scaling up and researching/evidencing innovative solutions to gender inequalities.

The Policy Context:

British Council's work in arts and culture contributes to furthering the goals of global and UK policy. Policies of relevance with regard to gender equality include:

- Advancing the UK Government's SDG commitment to Leave No One Behind. Our focus on gender equality speaks to SDG Goal *5 "Achieve gender equality and empower all women and girls"* while also bringing a gendered lens to other SDGs that our programmes are aligned to:

  – SDG 4 Quality Education: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

  – SDG 8 Decent Work and Economic Growth: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

  – Goal 10: Reduce Inequalities: Reduce inequality within and among countries.

- The UK's International women and girls strategy (2023-2030) which prioritises three 'Es': (1) Educating girls (2) Empowering women and girls, and (3) Ending violence.

- The Mondiacult Declaration 2022[2] which highlighted the importance of gender equality:

  – Expressing concern about structural fragilities and inequalities in the cultural ecosystem including *"social and gender gaps"* and restrictions on fundamental freedoms *"notably artistic freedom, status and livelihoods of artists, cultural professionals, practitioners and communities, particularly for women, in all areas of the cultural value chain"*; and

  – Advocating for the development of strategies and frameworks at all levels to serve as *"an enabler and driver of resilience, social inclusion and economic growth from education, employment – especially for women and youth – health and emotional wellbeing to poverty reduction, gender equality, environmental sustainability, tourism, trade and transport, while also sustaining context-relevant models of economic and social development"*.

2. Scope of work

Gender analysis is a process which helps to raise questions and analyse information to understand gender dynamics and barriers, including power relationships, within a set context, including a focus on women's access to resources, activities and constraints they face relative to each other.[3]

British Council would like to commission a gender analysis[4] of the arts and culture sector in the following countries:

- **Americas:** Mexico
- **East Asia:** China, the Philippines
- **EU Region:** Poland
- **South Asia:** Bangladesh, Pakistan, Nepal
- **SSA:** Kenya, Zimbabwe
- **Wider Europe:** Turkey

This gender analysis is intended to support our teams in ensuring that gender dynamics and barriers are considered proactively in programme planning, implementation and evaluation.

While we want to develop a comprehensive gender analysis across the arts and culture landscape of the priority geographies, we also want to conduct deep dives into one or two specific art forms in each country. These could be visual arts, literature, theatre and dance, music, film, cultural heritage, architecture, design, or fashion.

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[2] Mondiacult 2022, Ministers' Declaration;
https://www.unesco.org/sites/default/files/medias/fichiers/2022/10/6.MONDIACULT_EN_DRAFT%20FINAL%20DECLARATION_FINAL_1.pdf;
accessed 28 Nov 2024
[3] For more, see the British Council's gender guide: https://www.britishcouncil.org/sites/default/files/gender_guide_external_july_2019.pdf
[4]

The priority art forms for each country will be decided at inception stage. Through the gender analysis we would like to gather insights on the following indicative questions. <u>We expect to use the inception meeting and early phase of this research to refine the final set of questions</u>:

- What gendered barriers do artists and creative professionals face? Are measures/policies in place to address these barriers, and to what extent are they working?

- What is the current status of gender representation in key artforms, and what is the leadership pipeline for women / gender diverse people?

- What are the major barriers to women and gender diverse people accessing cultural life/opportunities in-country and across the identified art forms?

- To what extent can women and gender diverse people participate in and benefit from arts and culture in tackling issues that are relevant to them e.g. climate, gender equality, LGBTQIA+ rights?

- What platforms / spaces exist for communities to discuss gender equality issues? How open / accessible are these spaces? This includes online spaces.

- What barriers do women and gender diverse people face to engage in British Council Arts offers e.g. barriers to applying for delegations, grant schemes, residencies?

- What skills, profile, and connections do women and gender diverse creative professionals have and/or need in order to achieve British Council arts programmes outcomes? And are sufficient numbers fulfilling the criteria?

- Analysis of gendered limitations, barriers and challenges, if relevant, faced by men in creative occupations (e.g. stereotypes, unconscious bias).

- Which organisations are working to create opportunities for women and gender diverse people to support their voice, agency, networks and creative professional development? E.g. Government ministries, NGOs, SME, private sector etc.

- What is the role of women and gender diverse people within the creative economy? How can they participate in and contribute to it? What are the barriers and enablers to their involvement?

- What are the key external programmes and policies in the arts sectors of in the priority geographies that are addressing gender equality? What are the gaps and opportunities here? What gender equality commitments are there in cultural policies in the priority geographies? And to what extent are these commitments being met?

3. Key deliverables

- **Analytical framework for the gender analysis suitable for the arts and culture sector.**

- **Inception report, which will include:**

  – finalised list of research questions – note that the supplier is expected to review the indicative research questions mentioned above and provide a final list post discussion with the British Council

  – research methodology – note that we would like to undertake a mixed methods research approach and would like the methodology to be innovative and inclusive.

- **Final gender analysis report consisting of:**

  – Literature review

  – Stakeholder analysis (global and for priority geographies) highlighting opportunities for collaborating on gender equality in arts and culture

  – Individual reports for each priority geography (10-15 pages each)

  – Findings / trends and recommendations that speak to the British Council arts and culture programmes

- **The supplier is expected to produce two versions of the report:**

  – A detailed report for internal British Council use in programme planning and implementation

  – A shorter report for external use with stakeholders

  – A PowerPoint slide deck, using British Council branded template, that can be used to communicate findings and recommendations, with notes

- **Validation workshops with key stakeholders to share and validate findings and recommendations.**

- **Advice to Marketing & Communications and other British Council internal stakeholders on where/how to disseminate the publication.**

- **A gender analysis template that can be used by programme teams to develop their own gender analysis.**

- **Final structure of the report will be agreed in consultation with the British Council.**

Technical expertise:

- Extensive knowledge and understanding of gender equality issues in arts and culture.

- Demonstrable knowledge and experience of gender issues in the priority geographies.

- Ability to work across and draw together evidence from multiple countries. **Please include evidence of your ability to gather insights from local context in the priority geographies. This could include working with local experts, consultants, researchers or through your country offices**.

- Experience of using multiple methods and approaches to data collection and using methods that are gender-sensitive and EDI aware, to produce high quality gender analysis and to develop recommendations for programme teams. Please include links to relevant reports and publications in your application.

- Proven ability to work to tight timelines.

Role of the British Council:

- Provide a briefing to the contracted supplier on British Council programmes in arts and culture
- Assign a contract manager who will work with the supplier for the duration of the contract
- Connect supplier with a specific point of contact in the priority geographies who can in turn advise on respondents for interviews and focus groups (if necessary)
- Access to relevant internal documents: e.g. programme summaries, research reports, evaluations etc.
- Quality review all outputs e.g. tools, reports etc.
- Organise regular meetings to review progress. This will be led by a small internal working group of colleagues from across artforms and geographies
- Organise online validation workshops
- Sign off final gender analysis report

4. Terms and Timeline

- The expected term for this Assignment is between February 2025 – September 2025.

- Indicative milestones are:

  – Finalisation of research questions and data collection tools and methods – end of March 2025. This is a fixed deadline for financial instalments as well as for project planning. We require progress to be made against selected country consultation plans as well an outline or early-draft Literature Review to be shared at this point.

  – Literature review and primary data collection – April – June 2025

  – Report writing: July-Aug

– Validation workshops – September

– Contract closure and final payments – end of September

– Dissemination – October 2025 to March 2026 A dissemination plan to socialise the research, to be formulated in collaboration with the Project Steering Group as calendars for October 2025 onwards are confirmed. This could include presentations, conferences, identification of key stakeholders, etc.

- Specific milestones and work breakdown to be discussed and agreed upon contract award.

- There will be a total of three report drafts with the third being the final. Report submission and feedback deadlines will be agreed at the first meeting.

- Budget allocation: 92,000 GBP inclusive of VAT, travel and all other costs

Additional Information:

- The final report will be published in British Council branded templates.

The appointed researcher will be obliged to abide by the British Council's style and brand guidelines for the editorial style of the report, and its visual identity using the generic design. Information about this is available here on the British Council Brand Hub (note you will need to register for an account) and the British Council Word template is provided [Annex 5]. An InDesign template is also available.

Intellectual Property

The full report, executive summary and all raw data associated with the research will be the intellectual property of the British Council, to be published under a Creative Commons license. Authors will be encouraged to communicate about the report externally with prior approval from the British Council.

British Council Research Ethics Policy

The British Council Research Ethics Policy provides the key ethical principles to which the British Council's research activity and outputs must adhere. It should be consulted when planning research activity and must be reviewed at the very start of a new project by the Senior Responsible Officer (SRO) and Project Manager. Its principles must be adhered to throughout the full lifecycle of the project.

- Learn more about the British Council Research Ethics Policy here:
https://www.britishcouncil.org/research-insight/about

Some British Council research activities may require permission from a government agency or other authority – if so, this policy can and should be made available to those authorities, if required. This Policy should be followed alongside the British Council's Code of Conduct and Global Policy framework – with particular reference to the Safeguarding policies for Children and Adults, Information Security and Management policy, the Equality, Diversity and Inclusion (EDI) policy and guidance, and their respective processes. It has been developed in line with the Concordat to Support Research Integrity and in consultation of other external research ethics guidelines, policies and documents.