

Annex 3 - Brief for the Project

Action Research Indonesia – Mapping the Indonesia Music Sector Ecology

GENERAL INFORMATION & BACKGROUND
<p>There is a need for detailed research on the trajectory of creative economy development and its impact in Indonesia. At the moment, the Creative Economy and Creative City / Hub agendas are hot topics in Indonesia, but they lack a complementary evidence base for key sectors – e.g. music, fashion and design. There is also little recorded evidence on how cities are driving innovation and growth in these sectors.</p> <p>The experience and expertise of the UK will support an evidence-based approach to music development and exchange. Through collaborative research with a local partner, establish guidelines/directions which will influence changes at city and policy levels. It will also place the UK in a favourable position for future collaborations with Indonesia.</p> <p>As such we seek to identify a UK research and policy expert(s) with experience in providing analysis of and developing strategies for the creative and cultural economy with a specific emphasis on music policy and planning.</p>
RISKS AND OPPORTUNITIES
<p>Risks:</p> <ul style="list-style-type: none">• Building a collaborative research project with a local partner – which will involve a respectful sharing of approaches and a level of coaching and knowledge exchange• The size of the informal music sector – this will require a clear definition of what types of activity are being explored and measured.• Connecting this research so it is relevant to the wider South East Asia context and collaborating with the regional and local teams across this wider programme to ensure mutual benefit.• Developing mutual benefit to the UK and Indonesia – i.e. making the findings of this research relevant to UK partners seeking to build collaborations in Indonesia. <p>Opportunities:</p> <ul style="list-style-type: none">• Establishing a fresh evidence-based and partnership-driven approach to music ecosystems in Indonesia – contributing significantly to both local and national awareness and policy.
USEFUL LINKS AND OTHER INFORMATION
<p>The British Council is the United Kingdom’s international organisation for cultural relations.</p> <p>The British Council creates international opportunities for the people of the UK and other countries and builds trust between them worldwide. We call this cultural relations.</p> <p>We build trust and understanding for the UK to create a safer and more prosperous world. In terms of our reach and impact, we are the world’s leading cultural relations organisation. Cultural relations is a component of international relations which focuses on developing people-to-people links and complements government-to-people and government-to-government contact.</p>

We use English, Arts, and Education and Society – the best of the UK's great cultural assets – to bring people together and to attract partners to working with the UK. The British Council has over 7,000 staff working in 191 offices in 110 countries and territories.

The British Council is an integral and important part of the UK's bilateral relationship with Indonesia. We work in partnership with government, academic and non-governmental organisations in Indonesia, and with UK and European counterparts, to provide opportunities to people throughout Indonesia. The British Council extends its work through partnerships with Indonesia and international business community in Indonesia.

<https://creativeconomy.britishcouncil.org/places/indonesia/>

<https://www.facebook.com/Arts.BritishCouncil>

<https://www.britishcouncil.id/en/programmes/arts>

<https://www.britishcouncil.id/en/uk-indonesia-2016-18>

Previous work and reports of relevance

<https://music.britishcouncil.org/news-and-features/2016-03-10/joel-mills%E2%80%99blog-indonesia>

<https://www.britishcouncil.id/en/uk-indonesia-2016-18/stories/top-indonesian-musicians>

<https://www.britishcouncil.id/en/uk-indonesia-2016-18/our-stories/ChrisMassey>