

**British Council**

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# **Crafting Futures**

**Open call for UK partners**

**March 2021**

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# CRAFTING FUTURES GLOBAL PROGRAMME

**Crafting Futures** supports the future of craft around the globe. This British Council programme strengthens economic, social and cultural development through learning and access.

Through international collaboration, Crafting Futures creates new networks and opportunities for shared learning between the UK and other countries around the globe. The programme supports research and education in craft, ensuring our projects are relevant and the quality of creative practice is preserved and continues to develop. Crafting Futures offers designers and artisans access to knowledge and expertise, new markets and new audiences, ensuring the value of craft is appreciated more broadly and knowledge can continue to be shared within the sector.

Partnership is central to the programme design and outcomes, which aim to build international collaboration to support the future of craft and address shared global challenges in the sector. In the UK we work with a Partner Network and match them with overseas partners to design and deliver projects.

Find out more about the Crafting Futures programme at [design.britishcouncil.org/projects/crafting-futures](https://design.britishcouncil.org/projects/crafting-futures).

## GLOBAL DIGITAL CRAFT TOOLKIT

As a global programme operating in 20 countries Crafting Futures aims to empower the crafts sector (with a particular focus on women and girls) globally for increased social and economic well-being and to revitalise their cultural assets by providing inclusive opportunities through craft, design, and social & creative enterprise development.

The impact of Covid-19 on the programme has been great, pausing many projects and slowing the pace at which we develop relationships with stakeholders. Many of the stakeholders in Crafting Futures are based in rural, isolated communities making interventions, even in person, very challenging particularly as the future remains unknown due to the pandemic.

In order to respond to the growing demand for access to knowledge, building capacity and upskilling, British Council have built upon the work previously undertaken by Applied Arts Scotland (AAS) to develop the [Digital Craft Toolkit](#), which has been successfully implemented in Thailand as an e-learning platform in Thai and English which provides an opportunity for craft artisans and entrepreneurs in Thailand and globally to learn about craft business development. This leads to upskilling, product development, and increased business insights, thus allowing craft artisans to earn more income, improve livelihoods, and

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become leaders of their own businesses in terms of both artisanal skills and business development. The project sits at the intersection of the crafts industry, technology and entrepreneurship. The latest phase in the Digital Craft Toolkit's development (currently underway November 2020 – June 2021) will see the toolkit fully translated and accessible to nine countries across four of the Crafting Futures regions and eight different languages:

- Armenian
- Azerbaijani
- Bahasa Indonesian
- Bahasa Malaysian
- Dari
- Hindi
- Pashto
- Spanish

The Digital Craft Toolkit can be accessed on a smartphone, tablet or laptop / desktop computer. Users can access the toolkit free of charge by registering for an individual user account with their name and a valid email address. Craft Toolkit is licenced under Creative Commons. It currently consists of 4 modules: The Bigger Picture, Planning the Details, Selling & Marketing, and Managing Money, which cover the basis of how to operate craft businesses. The toolkit contains interactive tools and films about makers and their craft businesses in the UK and other countries, which serve as case studies for users.

### **Digital Craft Toolkit Training**

The current development has a two-tiered approach that utilises technology in order to reach artisan communities in both rural and semi-rural geographies in a range of Crafting Futures countries. Trainer guidance notes will be embedded into the toolkit and global training webinars will be available. The purpose of which is to train leaders within urban and rural craft communities, who disseminate the toolkit and train their community of artisans and peers.

## **OBJECTIVES**

The toolkit addresses several objectives shared by many of the countries already involved in Crafting Futures and as we move to a newer way of working more digitally. Shared objectives include:

- Skills building (including digital skills) and sustainable economic development
- Empowering, raising awareness and building confidence for under-represented and underprivileged communities (rural communities, ethnic minorities, and female artisans)

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- Preservation, enrichment and promotion of cultural heritage
  - Development of creative industries and cultural sectors
  - Support of open, prosperous societies

## CALL FOR UK PARTNERS

We are now looking for a UK partner(s) for the next step in the development of the Digital Craft Toolkit. With a generous donation from [Pentland Brands](#) we will develop a **Sustainability Module** for the Digital Craft Toolkit. The new Sustainability module will fit with the current format of other modules on the toolkit. As a guide the new module should cover 3 sections:

1. Sustainability of materials used in the context of traditional craft practices – waste, making, circular economy, repurposing materials, biomaterials, packaging, reuse etc
2. Business sustainability and longevity
3. An exercise – to give users ideas and thinking towards being more sustainable.

The module will also contain two associated films (as is the format for other modules) which cover:

1. Sustainability and longevity of craft practices
2. Sustainability and the environment

UK partner(s) will develop the module content, partake in testing and create a training webinar to compliment the current structure of the toolkit and training material.

British Council will undertake (and pay for) the technical web development, translation of the module into eight languages as well as the creation, editing and subtitling of the films.

UK partners from the Crafting Futures UK partner network may make joint applications as a partner consortium.

The appointed partner(s) will be required to liaise with Applied Arts Scotland who will provide overall context and information about the current phase of development and will act in an advisory capacity. It is also expected that selected partner(s) will also work with the existing web developers and translators who have full working knowledge of the technical and linguistic aspects of the project to date.

## BUDGET

The UK partner(s) will be provided a fee of 8,000 GBP for their contributions to the project. This will be paid in instalments against a timeline agreed with the British Council and recorded in the service contract.

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## TIMELINE

26 March – 16 April : Call out for partners

19 April – 23 April : Selection of partner(s) (we may hold short informal discussions this week)

26 April – 30 April: contracting

May – end of September: content development, translation, testing etc

December: launch of the new module at Chiang Mai Design week in Thailand

## APPLICATION PROCESS

Please read all supporting information and send the following to [katia.stewart@britishcouncil.org](mailto:katia.stewart@britishcouncil.org) and [Patcharawee.Tunprawat@britishcouncil.or.th](mailto:Patcharawee.Tunprawat@britishcouncil.or.th) with the subject line: **Digital Craft Toolkit: EOI**

Please contact both Katia Stewart and Patcharawee Tunprawat if you would like to have an informal discussion about your expression of interest.

Deadline for submission is **16 April 2021, 5pm UK time. The application should include:**

- A proposal taking into account the objectives of the call and the toolkit (no more than 2 A4 pages)
- Cover Letter describing relevant experiences, expertise, interests and ambitions (up to 1,000 words).
- Portfolio - PDF with no more than 5 examples of recent sustainability focused projects/activities/ with relevant images, links and/or descriptions
- A summary budget of how the fees (8,000 GBP) will be spent. Applicants can use their own budget template

## SELECTION CRITERIA

We are looking for applications from UK partners with:

- expertise in entrepreneurship and sustainability
- background in building module-based training/courses in business modelling for craft businesses
- background in sustainable craft practice or new/sustainable materials knowledge
- Experience of working with the international craft sector (desirable)