

British Council Nepal**Terms of Reference (TOR) for small-scale field based and desk based research, analysis of dataset and report writing services****‘Perceptions of Young Nepalese:
Identity, Values, Cultural Heritage & Aspirations.’**

Position: Small-scale field based and desk based research, analysis of dataset and report writing services

Timeframe:

- 8th February 2017 Expression of interest
- 15th February 2017 Contract awarded
- 14th March 2017 Draft report
- 28th March 2017 Final report and presentation

Background: Using the cultural resources of the UK, the British Council creates friendly knowledge and understanding between the people of the UK and other countries.

This opportunity is a compliment to the 2011 British Council Nepal ‘Youth Survey’ (2011: http://www.youthpolicy.org/national/Nepal_2011_Youth_Survey.pdf), which provided a platform for the opinions and perspectives of young people to be voiced in policy debates. British Council Nepal aims to harness the potential of young people - we believe that the individual empowerment of young Nepalese is a crucial determining element in the future of Nepal.

Aim: This call and research report is intended to act as a Baseline to support future initiatives that connect the young people of Nepal with their cultural heritage to foster reflection on the past, identification with the present, and consider directions for the future.

Introduction: Culture has a crosscutting role in achieving development goals and can be a driver of development in its own right. Culture can create a space for negotiation and exploration of identity, rights and influence. Based on studies showing that fundamental human qualities, such as creativity, free expression, communication and social interaction, are important building blocks for people and societies to combat poverty, build peace and promote human rights and democratic development, we believe creative and cultural approaches can provide these qualities and are therefore essential in addressing developmental challenges (DANIDA, 2013).

Since its inception, the British Council has acknowledged the transformational potential of arts and culture thanks to their ability to foster critical reflections and engagement as an important part of the development of stable, prosperous and democratic societies.

Why Cultural Heritage?: Culture is that complex whole which includes knowledge, beliefs, arts, morals, laws, customs, and any other capabilities and habits acquired by a human as a member of society. It exerts a strong influence on human behaviour and human relations, and through that can affect economic choices and business decisions, as well as social and political behaviour. (UNESCO, 2001)

While culture holds the promise of social inclusion, it can also lead to divisions, exclusion and conflicts. Cultural references are often mobilized to exacerbate the manifestation of conflict and parochial interpretations of history tend to accentuate differences rather than celebrate diversity. Scholars discuss this as a consequence of identity based on caste, religion, language and race, affecting the decision-making process and political discourse. (Amartya Sen, 2006)

Intercultural dialogue needs to include all stakeholders and alternative spaces of reconciliation can be found in shared cultural heritage. Shared cultural heritage of people of different identities could immensely help in resolving modern-day conflicts thus contributing to stability and security. (ORF, 2012)

Cultural narratives help a community structure and assign meaning to its history and existence. Through such narratives, communities seek to tell stories about their origin to reinforce societal norms, preserve its history and strengthen its identity through shared knowledge and experience. Storytelling is deeply rooted in human nature and is often channelled through oral and written texts, but also in other art forms and expressions such as paintings, sculpture, dance, theatre and music. It is important to be inclusive in this storytelling and keep renegotiating and reflecting. According to the UN, a 'cohesive society is one where all groups have a sense of belonging, participation, recognition and legitimacy'. Fair representation is essential to give minorities an official space within the narratives of a nation. Giving access to participate in and contribute to cultural narratives increases a sense of belonging and identity, heals in post conflict recovery and contributes to personal and collective well-being, which is key in supporting inclusive and cohesive societies (UN SPDD, 2016).

Theory of Change: Using the power of the arts as a tool for sharing common experience, and bringing more diverse audiences into cultural venues and spaces, we can connect diverse groups with each other and facilitate a better understanding of their shared cultural heritage and diverse cultural narratives. By enabling a reflective and inclusive dialogue and giving young people in education access to quality resources and activities around these cultural narratives, we aim to help foster mutual respect and enhance core skills such as citizenship and an understanding of their cultural heritage, which will further the promotion of social cohesion and encourage open and inclusive societies.

Project description: We would like to understand three elements: identity (past), values (present thinking), and aspirations (future). Our target sample is Nepalese youth aged between 18 and 24 who are currently resident in Nepal. An equality, diversity and inclusion balance will be maintained within this sample population.

An objective of this project is to create a dataset which will be used as a baseline for further research and/or programme interventions within the British Council, in particular for our Arts Programming that among others looks at how we can help connect young people better with their cultural heritage.

This TOR covers desk based research in the anticipation that this will be minimal and supporting of, the central field based research, analysis of this data, and report writing services.

We are particularly interested in the following indicators:

1. **Identity;** relationship with neighbours India and China, global outlook, self-image in the context of 2017 Nepal post-earthquake, post blockade, and post Constitution
2. **Values;** importance of the arts, resources/events, how can cultural heritage (tangible/intangible) become more relevant and accessible for young people?

3. **Aspirations;** study choices, career aspirations and prospects, work experience, life skills, how can contemporary artistic approaches encourage young people to engage with cultural heritage?
4. **Theory of Change;** how can cultural heritage support the presenting of diverse cultural narratives to foster a more nuanced understanding of identity?

Research objectives:

1. To understand what opportunities exist in Nepal for young people to engage with cultural heritage
2. To collect qualitative and quantitative data in order to be able to understand the perceptions of the young people of Nepali origin
3. To understand the notions of identity and values of young Nepalese people for better understanding of the cultural capital of society
4. To identify and understand the aspirations of young Nepalese people in the context of culture and specifically cultural heritage
5. To inform stakeholders on emerging themes by interpreting the understanding of their perceptions

Methodology:

- A literature and online review for which the Project Lead is responsible for sourcing materials.
- Qualitative and quantitative research tools to be developed by the Project Lead
- Field based research of 1,000 18-24 year old respondents in Nepal
- In depth analysis and report writing conducted by this consultancy
- Emerging themes presented to British Council colleagues to inform programming

Outputs:

1. A mapping of current offers for young people to engage with cultural heritage
2. An analysis of young people's relation to and position in cultural heritage, based on the indicators put forth above
3. To identify clear emerging themes from the dataset
4. Submit a draft report which will include;
 - Foreword
 - Executive summary
 - 4 chapters on the indicators highlighted and emerging themes
 - Recommendations that highlight the improved evidence base and a deeper knowledge of the key audience
 - Contact list of respondents
5. Complete the full report (30 pages) for public dissemination in a timely manner, and produce a presentation on the main findings for British Council colleagues

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The expression of interest should include:

- Personal and/or organisational profile and up to date CVs, including details of any published work/research
- A short statement describing the approach you plan to take and how this will be effective
- A one page breakdown of the indicative budget
- Evidence of the required qualifications and experience:
 - Understanding of the British Council mission (essential)
 - Two years' experience of working on funded research projects (essential)
 - Two years' full-time experience of analysing data and report writing (essential)
 - Experience of working internationally on cultural projects within the Arts sector (desirable)
 - Authored reports published in international peer reviewed journals (desirable)

Please submit your expression of interest to the above requirements by **8th February 2017**, write the email subject as: '**Research Consultancy Cultural Heritage + Name**' and send it to: jovan.ilic@britishcouncil.org.np

Please note, responses will only be given to successful applicants and the contract will be awarded within seven working days of the application deadline.

Why partner with us? The British Council is the UK's international organisation for cultural relations and educational opportunities, founded in 1934. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the countries we work with – changing lives by creating opportunities, building connections and engendering trust. We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications.