

## Video production design brief

**Project title: Four videos about the British Council's Global Social Enterprise programme**

**Project owner: Global Social Enterprise team, Adam Pillsbury**

### **Project background:**

#### **Overview of the Global Social Enterprise programme**

The British Council is the UK's international organisation for educational opportunities and cultural relations. We are on the ground in six continents and over 100 countries, bringing international opportunity to life.

We support the development of social enterprise in the UK and around the world through our Global Social Enterprise programme. Launched in 2009, the programme provides social entrepreneurs and NGO practitioners with access to training, consultancy and investment opportunities to scale up their activities. We also work with policy leaders to create an enabling environment for social enterprise; promote social enterprise education and academic collaboration; and develop social enterprise approaches to international development.

Our work draws on UK experience and expertise and is delivered with a range of UK and international partners. It creates tangible opportunities for UK social enterprises and other sector organisations to collaborate with overseas counterparts and expand their international networks.

This supports positive social change, inclusive growth and sustainable development, while also sharing learning, building trust and creating opportunities between the UK and other countries.

<http://www.britishcouncil.org/society/social-enterprise>

#### **Overview of the Business and Investment Readiness programme**

The Business and Investment Readiness programme (BiR) aims to strengthen social enterprises around the world by providing them with the support they need to enhance and scale the impact of their work. In 2015-16, the programme is being run in eight countries.

The programme provides business readiness support to start-up or early stage social enterprises and to NGOs transitioning from a donor dependent model, to allow them to strengthen their organizational capacity and put in place plans for future growth and increase impact.

It also provides investment readiness support to social enterprises which are in need of finance in order to grow and enhance impact.

BiR also provides support for organisations to more effectively account for, measure and communicate the impact they are making. It does this by drawing on the diversity of approaches that exist both across the UK and globally ensuring sensitivity and relevance to local contexts.

The support these social enterprises receive is provided by social enterprise intermediary organisations from the UK and the relevant countries working in partnership to help the selected social enterprises to enhance their operations and scale up. This can involve supporting organisations to develop more robust business and financial plans, more comprehensive sales and marketing strategies, as well as developing strategies to secure social investment.

As a result of their collaboration, the intermediary organisations develop knowledge, skills, networks

## Video production design brief

and business opportunities. Learning is shared and social enterprise infrastructure is developed and sustained across the social enterprise sector in the UK and globally.

IN 2015-16, over 10 UK-based intermediary organisations are taking part in the BiR programme. The programme pilot in 2015-16 will run from 8<sup>th</sup> June 2015 to 31 March 2016.

The British Council has a UK based team which co-ordinates the programme and works with UK Partners to plan, run and evaluate the programme. We provide strategic advice, help with the development of new content and pilot initiatives, and lead on planning, reporting and impact assessment.

BiR has been designed in partnership with a number of strategic UK partners. They include:

The Cabinet Office  
Social Enterprise UK  
Social Value UK  
Social Investment Business

### **Aims/Objectives of the assignment:**

We aim to commission four short videos.

They will comprise standalone case studies about social enterprises in Bangladesh, Ghana India and Pakistan and the support they are receiving from UK and local organisations working in partnership through a British Council initiative (the 'Business and Investment Readiness' programme) designed to: 1) help social enterprises strengthen their organisational capacity, better measure and communicate their impact, and successfully bid for grant and investment funding; 2) enhance the quality of support services available for social enterprises in these countries by drawing on UK experience; and 3) foster international collaboration in social enterprise and share learning.

We expect that these videos will illustrate how our approach is creating opportunities for partnerships and collaboration between UK and overseas organisations to develop effective approaches to some of our biggest social and environmental challenges – and why this matters. That said, we want these videos to inform and inspire audiences by focusing on the impact and outcomes, and demonstrating why social enterprise provides such a powerful mechanism and model for tackling social problems and building more sustainable, fair and inclusive economies and societies. Our aim is not to deliver a self-congratulatory or unsubtle corporate message.

We expect that some of the footage shot for these videos will be repurposed in a future video about our Global Social Enterprise programme (explaining why and how the British Council is supporting the growth of social enterprise in the UK and around the world and how our work is contributing to, and seeking to elevate, the global social enterprise movement).

### **Output/Deliverables:**

The four videos will each last approximately three minutes.

They will draw upon footage shot in the UK and featured countries. These will provide tangible

## Video production design brief

examples of some BiR programme participants 'in action.' They may also include existing British Council footage and stock footage – if deemed necessary.

They will follow scripts developed through collaboration between the agency and several British Council staff.

The videos will have to meet British Council brand guidelines and be approved by senior British Council staff.

The final cut of the videos will be delivered in a widely used format or formats in both high definition (suitable for screening) and lower resolution (suitable for uploading to and easy viewing on the web).

The principal language in the videos will be English. When translation is necessary, the British Council will provide translators and supply written translation, including for any subtitles. If subtitles are required in the videos, the agency will create and upload them.

The agency will provide a transcript of the each iteration of each script and of key interviews.

The agency will provide a number of still photographs for use in articles and presentations promoting the video.

### **Mandatory inclusions:**

Each of the four videos will draw on footage shot by the agency in the UK and relevant country. (The British Council will pay for travel and accommodation costs in each of these countries.)

They will include interviews with British Council staff and programme participants. They might also include interviews with partners, experts, beneficiaries or other credible witnesses or sources.

The agency will follow the British Council's brand guidelines for making video as detailed on the British Council Brand website.

They will feature the logo of the British Council and, if so determined by the British Council, logos of key partners

### **Key messages:**

We'd like to convey the following ideas, delivered in simple, clear, resonant language and evocative footage. However, we realize that there is a risk in attempting to cram too many ideas into a short film and we will welcome the agency's support in simplifying our messages:

The British Council supports the development of social enterprise in the UK and around the world.

Our Global Social Enterprise programme has delivered significant impact since 2009, helping social enterprises to address social and environmental challenges and improve lives in their communities.

A concise description of our Business and Investment Readiness programme (which seeks to 1) help social enterprises strengthen their organisational capacity, better measure and communicate their

## Video production design brief

impact, and successfully bid for grant and investment funding; 2) enhance the quality of support services available for social enterprises in countries by drawing on UK experience; and 3) foster international collaboration in social enterprise and share learning)

Explanation of the case study

Description of how the partners are working

Benefits of this approach (e.g. for the partners, beneficiary social enterprise, the local community, our approaches to social and environmental challenges)

Our work creates opportunities for UK social enterprises to collaborate with their counterparts overseas in addressing some of the key challenges of our time and sharing the UK's extensive experience in building strong inclusive communities.

We are helping to pioneer the inclusion of social enterprise approaches in international development. Social Enterprise provides a powerful model and mechanism for addressing some of the biggest challenges we face.

### **Tone:**

The videos should be inspiring rather than preachy, subtle rather than brash.

They should not strike the viewer as self-congratulatory British Council promos. They should instead emphasise the benefits for all participants.

Wherever possible they should show rather than tell. They should feature a number of voices.

### **Distribution:**

The videos will be featured on the British Council's Youtube channels as well as on our Global Social Enterprise website and Guardian Partner zone.

It may also be featured on our partners' websites.

The videos will be shown in conferences, in training sessions, in meetings with partners and stakeholders and internal colleagues.

### **Other information:**

Each video will be 2-3 minutes long.

The British Council will pay for all travel and accommodation outside the UK.

## Video production design brief

### Previous activity:

Here are links to previous videos made about the programme. There are many more existing videos.

#### Programme videos:

[Social enterprise: an idea whose time has come](#)

[Social Enterprise in East Asia](#)

#### Social enterprise profile videos

[Social Enterprise Consultancy pilot 2014 - British Council Myanmar](#)

[Wana Lestari Menoreh Cooperative](#)

[Wanita Tani Sedya Mulya Cooperative](#)

[Eats, Shoots and Roots](#)

### Competitive analysis/Market intelligence:

This is not really applicable. There are other organisations that support the development of social enterprise internationally (USAID, for instance), but none do exactly what the British Council does in this space, and we choose to view them as possible collaborators rather than competitors.

### Target audience(s):

Policy and decision makers (in UK, EU, overseas), especially those with a social enterprise and investment remit or capacity to support and influence the development of social enterprise

Existing and prospective partners, including from government agencies, sector bodies, social investors, corporate philanthropists, foundations

Sector professionals and intermediaries (including academics, intermediary organisations ...)

International agencies and development bodies (e.g. EU, World Bank, UN, ADB, etc)

Social entrepreneurs, prospective programme participants

Young people and members of the UK public with an interest in social enterprise, public service, and philanthropy