

TERMS OF REFERENCE FOR THE EXCHANGE PROGRAMME FOR MUSEUMS, CULTURAL INSTITUTIONS AND CREATIVE UNIVERSITIES

Please read the Terms of Reference carefully before completing your application.

Applications that do not meet all the criteria and conditions will not be considered. If you have any questions, please write to contato@britishcouncil.org.br before submitting your application.

ABOUT THE EXCHANGE PROGRAMME

The Exchange Programme is designed to build up connections between museums, cultural institutions and creative universities in Brazil and the United Kingdom. It encourages collaboration through the exchange of knowledge and best practice for the development of the cultural sector by providing resources for institutions to foster the capacity of staff and increase cross-cultural understanding resulting in partnerships.

OVERALL OF THE FUNDING OPPORTUNITY

The British Council is seeking applications interested in exchanging staff of Brazilian and UK institutions in either direction allowing candidates to have residencies with the partner institution or university for a minimum of two weeks and for no more than one month.

AIMS

- Enhance professional development to strengthen institutional capacity;
- Disseminate good and innovative practice within and beyond the museums, cultural institutions and creative universities;
- Develop a broader knowledge about and understanding of each other cultures;
- Gain exposure to specific areas of institutional work;
- Provide skills and knowledge necessary to increase the sustainability and growth of institutions;
- Develop collaborative projects for future implementation.

WHO CAN APPLY ?

- Museums, public art galleries, creative universities (i.e., with faculties in areas such as the arts and creative sector) and not for-profit and cultural institutions.
- Applications are made at an institutional level and applicants **can not** apply as individuals.
- Individuals selected by their museums, institutions or creative universities should be full-time permanent staff with a minimum of 3 years experience in the sector;
- This call does not cover artistic residencies.

PROGRAMME LENGTH

- It is envisaged that a period of staff exchange will be arranged from two weeks to 1(one) month maximum.
- The duration of the staff exchange should be agreed upon between the participating museums, cultural institutions and creative universities prior to executing the exchange.
- Applicants are responsible for ensuring they have entry rights into either Brazil or the UK. The British Council does not accept any responsibility for dealing with any visa requirements.

THEMATIC PRIORITY AREAS

The exchange can be developed in various forms of constructive dialogue as suggested below:

- Institutional development;
- Curating;
- Collections Management;
- Expanding public outreach, attracting 'hard to reach' audiences;
- Exhibition development;
- Educational development;
- Community engagement, particularly of underprivileged and marginalised communities;
- Participation, collaboration and inclusion;
- Merchandising and marketing;
- Developing digital content;
- Commercial enterprise in museums;
- Economic impact in museums;
- Museums and creative economy;
- Memory and cultural heritage;
- Immaterial Heritage;
- Regional, rural and community museums;
- Museums and Human Rights;
- Impact assessment;
- Accessibility

APPLICATION PROCESS

- Applications must be made jointly by the two institutions concerned: one in the UK and one in Brazil.
- Preference will be given to institutions which can commit matching funding to the exchange programme;
- The application form will be submitted on line by either a Brazilian or British institution;
- Applications need to be approved jointly by the director/president of the sending and receiving institutions.

- Institutions should write on application the on line form a brief description of the proposed placement, its objectives and an explanation of how activities will take place.
- The host institution undertakes to provide adequate mentoring and tutoring for the selected candidate(s).
- Applications should demonstrate a positive contribution to staff development.

HOW TO APPLY

Applications should fill in an on line form on the British Council website and send the supporting documentation:

- Letter approved jointly by the director/president of the sending and receiving institutions.

LANGUAGE CRITERIA

Applications must be sent in **English**, as it is the working language of the exchange programme.

Brazil

Applicants travelling to the UK for the exchange should be able to demonstrate fluent English to the level of CEF (Common European Framework of Reference for Languages) C1 (advanced), IELTS (target band 6.5).

UK

Applicants without adequate Portuguese need to ensure there are sufficient translation facilities paid for or provided by the institution during the placement.

ASSESSMENT CRITERIA

All applications will be subject to a two-step assessment procedure: eligibility and quality based on the following criteria:

- Skills training/capacity building – (50% weighting)
- Value added by the UK institution – considering the expertise of the UK partner(25% weighting)
- Value added by a Brazilian institution - considering the expertise of the Brazilian partner (25 % weighting)

Preference will be given to the following criteria:

- Institutions which have already signed memoranda of understanding and been proven to have undertaken joint collaboration together.
- Institutions which are able to provide matching funding for the exchange, and/or provide a return placement on similar terms.
- Placements should be a starting point of a longer-term collaboration relationship between the Brazilian and UK institutions involved.

SELECTION

Applications will be reviewed by the British Council. The British Council's decisions will be final and not subject to appeal.

AWARD

The Exchange will consist to a maximum award of GBP 8K (eight thousand pounds) correspondent to BRL 32K (Thirty two thousand mil reais).

Award agreements will be signed between the British Council and the beneficiary institutions who will be fully responsible for the logistical administration and delivery of the placement.

COSTS OF LIVING IN HOST COUNTRY

Staff who undertake an exchange will remain in the employ of their home employer and continue to receive their regular salary through the home employer's payroll.

The level of the award is based on the average calculation of the following:

- Airfares or other expenses associated with travelling to and from the host country;
- Medical and travel insurance
- Weekly bills, including accommodation/rent and utilities;
- Travel to and from work;
- Food and amenities

Expenses not to be covered

- The beneficiary institution will not pay a fee or an extra salary to their staff with the provided grant.
- Applicants or institutions need to make their own arrangements for insurance.

Accommodation

The beneficiary institution is responsible to arrange suitable accommodation in the host country prior to departure from the home country.

Immigration Requirements

- It is essential that staff undertaking the exchange checks if a visa is needed prior to leaving the home country;
- The costs of meeting such requirements are to be borne by the beneficiary institution.
- The British Council accepts no responsibility for immigration or visa issues.

For more information please visit the following websites

Traveling to the UK

https://www.gov.uk/check-uk-visa/y/brazil/work/six_months_or_less

Traveling to Brazil

<https://www.gov.uk/foreign-travel-advice/brazil>

Passport Requirements

The institution is responsible to ensure that staff should travel with a valid passport and bear the costs if they need to apply for or renew a new one.

Insurance – Medical and travel insurance

It is compulsory for staff to travel with a medical and travel insurance

EVALUATION AND REPORT

- Participants and partner institutions will fill in and submit an evaluation form.
- Financial and Activity report should be submitted to the British Council at the end of each exchange.

DISSEMINATION

- Selected participants are expected to document their exchange digitally;
- The beneficiary institutions will be responsible to hold an event of their choice to share their experience and this should be reported in the Activity Report.

PRESS AND PUBLICITY

The selected staff member is expected to agree to any reasonable requests for press or media, and to discuss media coverage with the British Council. Press information will be agreed upon and released by the British Council.

CALENDAR

Application Deadline:

The application has to be submitted online by **Sunday 25 June 2017**, 12pm (midday) GMT (Greenwich Mean Time).

Successful applications will be informed by **15 July 2017**

PLACEMENT DATES

Travel and placements should take place for a minimum of two weeks and for no more than one month from **August 2017 to mid of March 2018**.

CONTACT DETAILS

Further information or enquiries should be addressed to the British Council Brazil
Contato@britishcouncil.org.br