

Going Global Partnerships

Application Form

Gender Equality Partnerships

**Open call for a Media Partner
February 2025 – March 2026 in
Ukraine**

January 2025

About Gender Equality Partnerships

Launched in 2021, the [Gender Equality Partnerships](#) initiative has grown from just five partnerships between the UK and three other countries to a thriving global network of 70 collaborative projects, spanning 120 institutions and 12 countries.

Gender Equality Partnerships is one of our responses to a report that the British Council commissioned, entitled '*Gender Equality in Higher Education: Maximising Impacts*'. This report identified some key global gender equality challenges as well as some examples of how governments, higher education institutions, sector bodies and funders are successfully addressing these issues. This emphasizes the critical importance of addressing these challenges through systemic approaches and collaborative partnerships.

Globally, the Gender Equality Partnerships aims to build partnerships and systemic change in the priority themes detailed below:

- Prevention of violence against women and girls with a particular focus on higher and further education institutions as safe spaces for women.
- Addressing women's underrepresentation in higher and further education leadership.
- Enabling access and tackling subject segregation, particularly in the area of STEM.
- Strengthening pathways into employment for women graduates from further and higher education.

In Ukraine, the focus of [Gender Equality Partnerships](#) is on addressing women's underrepresentation in higher education leadership. In 2024 six projects were awarded and implemented under this programme and two more projects will be implemented in 2025.

List of partnerships and their projects

UK University	Ukraine University	Project Name
Bangor University	Khmelnyskyi National University	3R SheLeader: Resilience, Resourcefulness, and Resultfulness
Coventry University	Alfred Nobel University & Kyiv National University of Construction and Architecture	Addressing the underrepresentation of women in HE leadership: Ukraine and UK
Kingston University London	Lviv Polytechnic National University	ONLY: Open a New Leader in Yourself

University of Bedfordshire	Simon Kuznets Kharkiv National University of Economics	A Career Roadmap for Women's Leadership in Higher Education in Ukraine
University of Cambridge	Kharkiv National Medical University	EmpowerHER: Advancing Women's Leadership in Medical Higher Education
University of Hull	Mariupol State University	Fostering Women's Leadership in Ukrainian Academia. An Intersectional and Culturally Responsive Perspective
University of Leicester	Kremenchuk Mykhailo Ostrohradskyi National University	FEMPLOYEE: Advancing Gender Equality and Women's Leadership in STEM Education - A Transversal Approach to Empowerment and Inclusion
University of Reading	The National University of Life and Environmental Sciences	Supporting Women's Leadership in Education

Assignment Objectives and Scope

The British Council is looking for a **Media Partner** organisation to plan and execute a media campaign around the Gender Equality Partnerships (GEP) programme in Ukraine. The campaign should start in March 2025 and last till the end of the programme implementation in March 2026. The media campaign is aimed at raising awareness about the gender policies, principles and challenges women face in their career in Higher Education sector, in particular, women underrepresentation in leadership positions. The applying Media Partner should suggest their vision of the media campaign and communication plan. The British Council, along with the selected partner, will agree and finalise the communication plan and list of activities, ensuring it meets the needs and expectations of the British Council. The Media Partner is responsible for involving professional staff with necessary knowledge, skills, and practical experience to carry out media campaigns.

Target audience: Ukraine university staff, academics, university students, Ministry of Education and Science of Ukraine and other related governmental organisations, and wider audience.

Objectives:

- 1) Enhance Public Engagement: Increase public interest and engagement with the gender policies, principles and challenges women face in their career in the Higher Education sector by leveraging diverse media formats and channels to reach wider audience.
- 2) Educational Impact: Incorporate an educational component that informs the public about gender equality principles, challenges, and the impact of the GEP programme on engaged institutions.
- 3) Measurable Impact: Establish clear key performance indicators (KPIs) to measure the success of the campaign, such as reach, engagement, and audience retention.

Deliverables:

1. Develop a comprehensive media campaign strategy tailored to the target audience, specifying a timeline of activities, milestones and deliverables for each phase of the campaign.
2. Produce a set of multimedia content and media assets and help deliver them to the target audiences with agreed messaging. The assets can include but not limited to:
 - **Video:** interviews, podcasts, short documentaries featuring women leaders in the higher education system in Ukraine, exploring the theme of gender equality, highlighting key challenges, diverse perspectives, and success stories.
 - **Photo:** a set of professional photos of the key campaign speakers to accompany written content where applicable.
 - **Design:** high quality graphic, infographic and other visual elements production for web, digital and video assets in line with the British Council brandbook and guidelines to achieve goals of the campaign.
 - **Written content:** text interviews, articles, blogposts, quotes and other written content creation aimed to develop the theme and achieve goals of the campaign.
 - **Dissemination:** content planning and implementation in the Social Media, messengers, website and web-platforms, and other channels to create and maximise the impact of the produced content.
 - **Analytics:** audience and engagement reporting throughout the campaign within the agreed schedule.
3. Ensure all content adheres to Ukrainian cultural and social norms while aligning with the British Council's branding guidelines.
4. Develop a robust monitoring mechanism to track campaign performance.
5. Submit quarterly progress reports and a comprehensive final report detailing the campaign's outcomes, challenges faced, and lessons learned.

Eligibility criteria for a Media Partner

Eligible applicants can be only non-governmental organisations that have operated in the media sphere for at least two years and are based in Ukraine.

The Media Partner shall be considered as having the legal status of an independent contractor and as such there will be no employer/employee relationship between the British Council on the one side, and the Media Partner or any person used by the Media Partner on the other side.

Eligibility checks will be applied to all applications after the Grant call closes.

Funding

The maximum budget for the 12-months media campaign is 400 000 UAH. Applicants may be asked to adjust their budget if their request does not fit within funding guidelines or if this is considered not appropriate by the application reviewers.

The budget should cover the following expenses:

- Communication managers fee, coordination staff support if needed;
- Fee for the technical support (videographer, photographer, etc) and cost of the needed software and equipment;

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- Additional professional, technical, and/or administrative expertise required for implementing the campaign;
 - Specially designed promotional materials branded in accordance with the Gender Equality Partnerships branding guidelines;
 - Other related direct costs.

The detailed budget breakdown will be agreed between the British Council team and the selected Media Partner.

The Media Partner will sign a Grant Agreement with the British Council in Ukraine to deliver the assignment. Payments will be made by bank transfer in UAH in instalments. Payment schedule will be discussed and agreed with the successful Applicant.

Application Process and Documentation

For further questions or requests for clarification please contact: UA_IHE@britishcouncil.org.ua.

All applications should be sent to: UA_IHE@britishcouncil.org.ua.

The deadline for applications is 18:00 on **12 February 2025** – we recommend that you send at least an hour before to avoid any last-minute technical glitches.

Application Form

Applications must only be submitted using the Application Form supplied with the Grant Call Documentation. Word limits must be followed, and text over the word limits will not be read.

Budget Sheet

Budgets must only be submitted using the Budget Sheet supplied within the Grant Call Documentation.

Selection Process

- All applications received by the deadline will be logged and acknowledged – if you have not received an acknowledgement within seven days please check your spam folder for messages from ua_ihe@britishcouncil.org.ua. If you have not received any acknowledgement of receipt of application please contact us with details.
- Applications will be assessed on the basis of assessment criteria specified below by a panel of subject experts.
- Unsuccessful applications will be notified at a later stage.

Conflict of Interest

The applicants must confirm in their application form that there are no existing conflicts of interest relating to the assignment, or any other professional or personal circumstances that might affect the fulfilment of the assignment. The selected Media Partner must also declare any potential conflicts of interest which arise during the assignment. Should any conflict of interest arise which was known about but not declared at the time of the application, the British Council may terminate the contract.

Assessment Criteria

1. Quality of proposal (the media campaign and communication plan).
2. Experience and background in working in the gender-related thematic area (gender equality principles, challenges, policies).
3. Relevant experience in organising similar media campaigns.
4. The proposal represents value for money and all costs are fully justifiable.

Experience in working with international organisations and/or grants will be an advantage.

Key Milestones

Milestone	Timelines
Launch of the call for a Media Partner	22 January 2025
Deadline for applications	12 February 2025
Selection results announcement	25 February 2025
Media campaign implementation	March 2025 – February 2026
Reporting	March 2026

Reporting Requirements

The Media Partner will communicate with the British Council's team throughout the assignment and provide narrative and financial reports to the British Council team. The reports should be submitted in English. The reports templates will be provided by British Council in due course.

Applicant screening

In order to comply with UK government legislation, the British Council may at any point during the application process, carry out searches of relevant third-party screening databases to ensure that neither the applicant institutions nor any of the applicants' employees, partners, directors, shareholders are listed:

- as an individual or entity with whom national or supranational bodies have decreed organisations should not have financial dealings;
- as being wanted by Interpol or any national law enforcement body in connection with crime;
- as being subject to regulatory action by a national or international enforcement body;
- as being subject to export, trade or procurement controls or (in the case of an individual) as being disqualified from being a company director; and/or
- as being a heightened risk individual or organisation, or (in the case of an individual) a politically exposed person.

If the applicant or any other party is listed in a Screening Database for any of the reasons set out above, the British Council will assess the applicant as ineligible to apply for this Grant call.

The applicant must provide the British Council with all information reasonably requested by the British Council to complete the screening searches.

Please read the text to this effect on the application form and tick the box to show that you

understand this.

British Council contractual requirements

- The contracting authority is the British Council which includes any subsidiary companies and other organisations that control or are controlled by the British Council from time to time (see: www.britishcouncil.org/organisation/structure/status).
- The British Council is subject to the requirements of the UK Freedom of Information Act, (“FOIA”). Please indicate in your application whether FOIA also applies to your organisation, so that we can reflect this in the Grant Agreement should you be successful in your application.
- By submitting a response to this call for applications, you are agreeing to be bound by the terms of these guidelines and the Grant Agreement without further negotiation or amendment.
- In the event that you have any concerns or queries in relation to the Grant Agreement, you should submit a clarification request to ua_ibe@britihcouncil.org.ua in accordance with the provisions of this call for applications by the application deadline. The British Council reserves the right not to make any changes to the Grant Agreement.
- The British Council is under no obligation to consider any clarifications / amendments to the Grant Agreement requested following the application deadline.

Safeguarding and protecting adults at risk

The British Council is committed to safeguarding children and adults at risk and to upholding their rights in accordance with all applicable legislation and statutory guidance. As part of that commitment, we require that all staff, and those we work with, including partners and suppliers, operate within our Safeguarding Policy which articulates our approach to protecting children and adults at risk and promoting their wellbeing.

We have robust systems and procedures in place to both prevent incidents (covering, for example, the recruitment of appropriate staff, training and support given so that staff can work safely, and standards regarding the way in which we carry out activities) together with responsive actions necessary to address situations where we become aware that a child or an adult at risk may have been harmed. As part of our policy, all countries have a named Safeguarding Focal Point (SFP) who is supported by a Regional Safeguarding Manager (RSM) and the British Council Safeguarding Team.

For further information please see: <https://www.britishcouncil.org/about-us/how-we-work/policies/safeguarding>

Privacy Notice

The British Council and UK partners comply with UK GDPR and the UK Data Protection Act 2018 and data protection laws in other countries that meet internationally accepted standards. The British Council will use the information that you provide for the purposes of processing your application, making any awards and the monitoring & review of any Grants. The legal basis for processing your information is agreement with our terms and conditions of application (contract).

Organisation details, where collected, are used for monitoring and evaluation and statistical purposes. Gender information and country of origin, where collected, is used solely for statistical purposes. If we need to contact you, we will do so using the contact details you have provided.

Under UK Data Protection law, you have the right to ask for a copy of the information we hold on you, and the right to ask us to correct any inaccuracies in that information. If you want more information about this, please contact your local British Council office or see our website: <http://www.britishcouncil.org/privacy-cookies/data-protection>. We will keep your information for a period of seven years after the project.