UNESCO Bangkok

Call for Proposal (Firm/Institution/Company)

Terms of Reference

**Type of Contract:** Contract for Services  
**Duration:** 15 October – 15 February 2021 tentatively  
**Closing date:** 5 October 2020, 18:00 hrs Bangkok Time

The United Nations Educational, Scientific and Cultural Organization (UNESCO) Office in Bangkok is seeking applications from a company or a non-profit organization to be responsible for the implementation of the TechCul initiative: “Developing Digital Solutions for Culture and Creative Sector”.

**Background**

The COVID-19 pandemic has accelerated digital transformation in many sectors, including the culture and creative sector. The inability to conduct business as usual caused by the pandemic has created major disruptions to arts and culture practitioners, agencies and enterprises. As a coping strategy, many arts and culture organizations moved some services online or sped up the adoption of existing or new technology, with varying degrees of success.

Beyond the short term, global debates organized by UNESCO have stressed that the crisis has often worsened pre-existing problems. To overcome these structural challenges, widespread adoption of technological innovations and digital solutions were pinpointed to help the culture and creativity sector rebound and pivot to new opportunities in the long term. This could lead to more sustainable business models, wider access to arts and culture products and services, and better networking and exchanges.

Despite this potential, the cultural and creative sector has not mobilized digital technology and innovation to its maximum potential so far. Many existing digital solutions for this sector pioneered in other regions often require major public funding, which is often lacking in Asia. There is insufficient capacity among many practitioners and firms in adopting technology. There is also an over-reliance on conventional business models, products and audience. The collapse of existing businesses due to the pandemic is a warning that new innovative approaches are needed urgently.

**Assignment**

Within the framework of the initiative “Developing Digital Solutions for Culture and Creative Sector”, and under the authority of the Director of UNESCO Bangkok, the direct supervision of the Head of the Culture Unit of UNESCO Bangkok, the contractor will undertake the following activities:
1.1 Organize an Ideathon, tentatively late November/early December, to identify potential digital solutions to address the challenges of the culture and creative sector.
   a) Prepare the promotional materials and promote the Ideathon through relevant channels;
   b) Provide all necessary logistic and technical inputs to organizing the Ideathon, including design of dedicated website for launching the call, registration of participants and posting of submissions.
   c) Together with UNESCO, develop judging criteria for assessing the submissions;
   d) Nominate and engage jury members from the business and tech sectors. UNESCO will nominate and engage jury members from the culture sector;
   e) Based on the recommendations of jury, prepare the list of finalists for the matching session.

1.2 Organize a matching session for the finalists (time TBC):
   a) Identify and engage potential tech and business partners as investors;
   b) Provide all necessary logistic and technical inputs to organizing the online matching session;

**Deliverables and timeframe**

By 31 October 2020, the contractor will submit to UNESCO an Ideathon promotional materials and website content

By 31 January 2021, the contractor will submit to UNESCO: a report of activities outlining the results achieved, including the list of Ideathon participants with contact details and summary of proposals, list of potential tech and business partners, list of finalists with full proposals and results of matching session

**Duty Station and Travel**

Home-based

**Qualifications, experience and competencies**

- Relevant professional experiences in organizing online events.
- Sufficient IT expertise and infrastructure.
- Good Asia-Pacific regional outreach in the technology and business sectors.
- Track record of engaging partners from the technology and business sectors.

**Application:**

Interested companies/organizations are invited to submit to UNESCO Bangkok the application package including
  - A cover letter illustrating how the tasks will be carried out.
  - Detailed company/organization portfolio with relevant experience.
  - Budget proposal with detailed breakdown.

Application package is to be sent **no later than 5 October 2020**, 18:00 Bangkok time (GMT +7).

To the attention of:
Chief of Culture unit
Only short-listed companies/organizations will be contacted.