02 February 2016

**TERMS OF REFERENCE**

**“Research study for analysis of linkages between art and culture & sustainable development and peace and reconciliation in Pakistan”**

**1. Introduction**

The Danish Centre for Culture and Development (CKU) was established in 1998 as an independent institution under the Danish Ministry of Foreign Affairs (Annex A: *About CKU*). CKU works to strengthen the focus on art and culture in development and peace and reconcililation, and has programmes in Middle East, Africa and Asia. CKU’s approach is human rights based and there are five strategic priorities:

1. Empowering people through active participation in art and cultural activities,
2. Strengthening freedom of expression for artists and cultural actors,
3. Enhancing economic growth through creative industries,
4. Facilitating peaceful coexistence in post-conflict areas through arts and culture, and
5. Promoting intercultural dialogue and collaboration.

In Pakistan CKU is implementing a DKK 25 million “Pakistan Culture and Development Programme 2015-2016.” Geographically it includes the provinces of Sindh, Balochistan, Punjab and Khyber Pakhtunkhawa (KP), as well as the Federally Administered Tribal Areas (FATA) and Gilgit-Baltistan regions (Annex C: *Pakistan Culture & Development Programme 2015-2016)*. The Programme is working with Pakistani NGOs and institutions, working to promote people’s right to art, culture and development, and to reclaim and revive public space for cultural activities, while advocating for a counter narrative to radicalisation and extremism. Specifically, it is focused on the following three thematic areas:

* Empowering people through active participation in art and cultural activities;
* Enhancing economic growth through creative industries; and
* Promoting intercultural dialogue and intercultural collaboration.

The primary target groups of the Programme include marginalised groups and individuals. ‘Marginalised’ refers to ethnicity, gender and religious affiliation. Thus, the programme is focusing on supporting ethnic and religious minorities, as well as women, youth and children. It seeks to provide better access to art and cultural activities for these target groups, as they presently have limited access due to violent conflict and other socio-economic and political deterrents prevalent in Pakistan.

These Terms of Reference describe objectives, terms, and modalities for a short-term consultancy commissioned by CKU to produce a cutting-edge new knowledge product that takes a broader perspective on the state of arts and culture in Pakistan, and that captures emerging trends, lessons learned and recommendations relating to the role of creative arts and culture in promoting sustainable development, peace and reconciliation in the country.

**2. Objectives & Scope of Work**

The key objectives of this study are:

1. To inform and raise awareness about the possibilities of using art and cultural expressions as a tool to accelerate Pakistan’s sustainable development agenda, and as an instrument for peace and reconciliation efforts;
2. To provide fresh evidence, analysis and insight on the role of art and culture for supporting and promoting development, and for furthering peace and reconciliation;
3. To provide policy recommendations to Pakistan’s Federal Ministry of Information, Broadcasting, and National Heritage, and provincial departments of culture, to inform and influence elected representatives, policymakers, donors, development organisations, creative industries, and art organisations and institutions in Pakistan with new body of knowledge and best practices on art, culture, development, peace and reconciliation relevant to their mandate and field work.

The Scope of Work of this assignment includes:

1. Provide an overview and conceptual knowledge about the role that creative arts and culture play in rights-based peacebuilding, democratic empowerment, economic growth and sustainable development of societies, particularly those affected by violent conflict. References/case studies should primarily focus on Pakistan, but could include references to relevant programmes in the region. CKU funded projects, as well as projects not funded by CKU, should be included in the overview. This overview should include a literature review of existing research and influential scholars in this field;
2. Provide examples and analysis of good and relevant approaches, methodologies and practices for the role of arts and culture and cultural expressions in promoting rights-based peacebuilding, democratic empowerment, economic growth and sustainable development in Pakistan. This segment may refer to as well past as existing examples of programmatic interventions in Pakistan that address and leverage linkages between art, culture, development and peace and reconciliation. It must also include findings regarding the areas where the biggest impacts and the biggest challenges are foreseen in the role of art and culture vis-à-vis development and peace and reconciliation. Baseline reports and other reports from CKU and its partners will be made available;
3. Suggest policy recommendations for strengthen the use of art and cultural expressions in development, peace and reconciliation efforts nationwide, and how to assess impact.
4. **Approach**

The approach adopted for conducting this study shall be human rights based and must relate to the overall Programme scope, thematic areas and objectives. The assignment shall, therefore, focus on sectors that have a strong potential in relation to the strategic areas of CKU’s work, including peace and reconciliation. Ereshnee Naidu-Silverman’s study, commissioned by CKU, “The Contribution of Art and Culture in Peace and Reconciliation Processes in Asia” (Silverman 2015) is an example of such an approach, and will be made available.

Qualified research organisations will be identified and invited to submit technical and financial proposals for this consultancy. The scope of work will cover Punjab, Sindh, KP and Balochistan provinces, as well as FATA and Gilgit-Baltistan regions. It should include interpersonal/one-on-one, telephone, email and/or Skype interviews, as well as discussions with policymakers, donors, experts, academics, field practitioners as well as beneficiaries of Programme activities in Pakistan. The proposal should also include designing and conducting thematic Stakeholder Consultation Seminars/Dialogues in major cities, and including their reportage in the study as appropriate. The proposal must include a detailed work plan covering the main tasks of the assignment, including a budget on operational expenses.

Collecting photos, factsheets, infographics, testimonials, case studies, success stories and quotes from relevant organisations and individuals and making them available - including photo credits and the right to use the information in the report - is part of the scope.

In addition to gathering data independently, the research organisation will be provided data by CKU during the inception phase. This will be outlined in correspondence between both parties.

CKU will undertake the final editing, layout, design, publication, launch and dissemination of this study

1. **Deliverables**

At the end of this assignment, the research organisation shall deliver a dynamic and clear narrative analysis document of 40-80 pages, edited and proofread. The document must include:

* 1. Footnotes and bibliography, including referencing of online resources;
  2. A set of minimum 10 case studies, not limited to projects supported by CKU – for example arranged in sub-themes as to the three thematic priority areas and peace and reconciliation efforts. The latter should include a context analysis of the type of conflict (religious, resources, ethnicity, sexual, and others). It is recognised that many of the supported efforts contribute to more than one of the thematic priority areas, as well as to peace and reconciliation efforts;
  3. Relevant statistics, graphics, photographs and other visual data;
  4. Appendices;

The research organisation shall additionally:

* 1. Present the study in Islamabad or Lahore (including a Power Point presentation) to key stakeholders, capturing key findings and recommendations from the report. Participation of other stakeholders in this meeting will be financed separately by CKU, and should not be part of the financial proposal;
  2. Suggest for design and layout of the report (the final layout and design will be done by CKU);
  3. Provide necessary support and facilitation to CKU for the study launch and dissemination.

1. **Duration & Reporting**

The assignment shall be carried out over a period of six months from March 2016 to August 2016. A first draft must be submitted 01 August 2016. The final draft must be submitted to CKU by 31 August 2016. The Consultant will report to the CKU Pakistan Programme Manager.

1. **Required Qualifications**

The organisation and the proposed team must have the following key qualifications:

* Highly qualified and adequate staff (holding at least Masters degrees and at least 6 years of professional research experience) possessing relevant professional research background in social sciences/arts & culture/political studies/development studies/cultural theory and/or Asia studies;
* Organisational technical competence, including professional research experience portfolio of similar assignments with international development organizations/government/private sector, and operational, financial & logistical standard operating procedures;
* Practical experience in the arts, culture and development sectors, preferably having knowledge of wider issues related to human rights, conflict studies, civil society development and empowerment of women and youth. Prior experience with Danida supported programmes will be an advantage;
* Technical competence and experience of addressing and delivering on all aspects of this assignment;
* Strong experience and track record of producing and publishing analytical research, including report writing, data collection and processing, presentation and high-quality publishing, is essential;
* Strong experience in qualitative and quantitative research, including preparing questionnaires, test forms, surveys, and data collection methodologies;
* Excellent spoken and written skills in English is mandatory.

1. **Submission of Proposals & Evaluation**

Interested and invited organisations can submit a technical and financial proposal to CKU Pakistan Programme Manager, Mr. Ole Ramsing, [or@cku.dk](mailto:or@cku.dk), before 22 February 2016. For any questions or inquiries, please feel free to contact CKU Pakistan Programme Advisor, Ms. Ammara Durrani, by email [ad@cku.dk](mailto:ad@cku.dk) or telephone +92 (0) 300 8569023.

The technical proposals will be judged on how well they address the objectives and scope of work of the study, on the quality of the proposed researchers, and on the suggested research methodologies.

The financial proposals will be judged on their cost-efficiency and how well they reflect the intended work. Please note that financial proposals have a 7% administration limit.

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