

BRITISH COUNCIL CRAFT AND DESIGN CHALLENGE 2017

TERMS OF REFERENCE

For participants



H'mong women calendaring hemp in Lao Cai, Vietnam ©British Council Vietnam

Background:

Crafting Futures is a British Council global programme supporting the development of sustainable craft industries. In Southeast Asia, the programme aims to foster economic empowerment through the development of creative social enterprise and design-led skills for female artisans and designers. The programme will have a specific focus on promoting social innovation, fair and ethical collaborations, and an appreciation of cultural heritage.

Craft practices are increasingly endangered in the face of globalisation and rapid economic development. Female artisans, a majority working in the sector, are particularly vulnerable due to lack of knowledge and skills necessary for sustaining their practices or businesses. The combination of traditional craft and contemporary design will generate a renewed interest in crafts through creative processes, informed research and storytelling. Furthermore, developing business and marketing skills is key to improving viable livelihoods.

In Vietnam, Crafting Futures will achieve its aim by working to connect creative practitioners (designers) and social and creative enterprises with female artisans and craft makers' communities, to create more inclusive opportunities for sustainable and ethical craft-based production. Activities of the programme will be designed with a strong focus on skills and capacity building across the areas of design, social innovation, and cultural heritage management.

Terms of Reference for Participants:

The 15 participants who have been pre-selected to enter this Craft and Design challenge are final year design students, young designers and entrepreneurs who either show interest and credibility in craft-based design or already have experience in running projects and/or businesses in craft and design. If you have been invited to enter this challenge, you are showing your commitment to learn and apply creative approaches and design-led skills in working with female artisans and craft-makers in order to create more opportunities for revitalising the craft.

On the basis of a contractual agreement, participants will fully join in the following programme activities and deliver the expected outcomes:

1. A series of 3 professional development workshops

The aim of these workshops is to provide participants with practical knowledge and skills in craft, design and business planning, so as to be better prepared to enter the challenge.

The workshops will be designed and delivered by a group of both Vietnam and UK-based experts with backgrounds in design, academia, and social and creative entrepreneurship. Refer to our website for the workshop outlines and experts' profiles. These workshops are planned to take place during **November 2017**.

Expected outcomes are:

- Participants will understand how design management can aid in creating value for crafts;

- Participants will understand the approach to creative thinking in contemporary design for the purpose of sustaining traditional crafts;
- Participants will have an overview of the traditional craft villages in Vietnam and their practices;
- Participants will have learned practical skills in business canvassing / planning, fund raising, budget management and market development;
- Participants are expected to take part in all three workshops and fulfill all assignments given during the workshops.

2. Residency programme

The aim of this residency programme is to facilitate the necessary connection and experience between the participants and female communities, so that the participants are better prepared to work with craft communities for the challenge.

Participants can form groups of maximum 3 members to go on the residency trip. Once groups are formed, participants can enter the challenge as a group, or as individuals. The residency will be for a minimum of two weeks and up to one month. It is tentatively planned to take place during **November and December 2017**.

The locations of the residency will be nominated by British Council partners, who will facilitate the residencies and provide on the ground support and expertise to work in this context. Residency activities will be solely the responsibility of the participants.

We will allocate an allowance of 10,000,000 VND per person to cover the expenses of the residency. Residency activities will be solely the responsibility of the participants.

Expected outcomes are:

- Prior to the residency, participants, individually or in groups, are asked to submit an outline plan for their residency trip and to join a residency orientation and information session;
- Participants develop a connection with and have an understanding of the communities;
- Participants learn about knowledge and skill sets around traditional crafts, particularly key characteristics and requirements of product design involving hand skills;
- Participants are expected to provide a short write-up of their observations about challenges and needs for skills training of the local makers/artisans that they work with during the residency.
- Participants, individually or in a group, embark on the process of creating a product design/prototype and a business plan. The process is expected to be closely involved with the craft-makers and artisans, to ensure that the making of the product and the plan is realistic, achievable, and timely;
- Participants are expected to submit a report of the preparation process in forms of journal, photos, and video to tell a story about their experience and lesson learned. Note that these materials might be used to form a story-telling part of the showcase.

3. Preparation for the Craft and Design Challenge:

After the residency, participants will have two months, tentatively **January and February**, to prepare a design-led intervention and business plan for the challenge. Project proposals could include the design of a prototype in collaboration with the artisan communities, new tools and ways of working to maximise economic benefit and sustainability of craft practice or other design-based interventions which might support the livelihoods of female artisans and the sustainability of their craft practice. The participants will be provided an amount of 10,000,000 VND per person to cover the costs of making their product design/prototype. Participants will receive mentoring and coaching support from a board of experts in the field during this preparation. All entries should be submitted by the end of **February 2017**.

Participants can form groups of maximum 3 to prepare for the challenge. Once groups are formed, participants will enter the challenge as a group.

Expected outcomes are:

- A project proposal for a design-led intervention (i.e. including the design of a prototype in collaboration with the artisan communities, new tools and ways of working with female craft communities), and business plan as entry for the challenge;
- Participants are expected to provide a short write-up of their observations about challenges they might encounter during the process of working with craft-makers and artisans in preparation of the product design/prototype for the challenge, and any recommendations they might have regarding support for the craft-makers and artisans;
- Participants are expected to submit a report of the preparation process in forms of journal, photos, and video to tell a story about their experience and lesson learned. Note that these materials might be used to form a story-telling part of the showcase.

4. Craft and Design Challenge

A showcase of the craft and design projects/products will be organised for all entries to the challenge. The showcase will be for 3 weeks, offering an opportunity for participants to present their product designs/prototypes as well as raise funds for their business plans. The showcase is tentatively planned for **March or April 2018**. The three most successful entries will be selected by the jury panel consisting of experts in the field of craft, design and entrepreneurship.

Key criteria for prize selection are:

- Value creation: the product design/prototype demonstrates potential in creating new value from the combination of contemporary design and traditional crafts;
- Support to female craft communities: The production of a design-led project and business plan to further develop the project and connect with the market demonstrates realistic and effective long term engagement between the designers, makers, and entrepreneurs with the craft communities;
- Innovative, sustainable, and ethical creative projects.

Expected outcomes are:

- Presentation of up to 15 product designs / prototypes and business plans to the audience and potential investors.
- Embedded fund-raising campaign for business plans by participants, kick-started by the showcase.
- 3 most successful designs and production / business plans selected for prize as a seed fund for their craft and design projects.

Values of the prizes are: 60,000,000 VND for the first prize, 50,000,000 VND for the second prize, and 40,000,000 VND for the third prize. Receivers of the prizes will be expected to use the awarded amount as a seed fund to implement their newly formulated craft and design development projects.

The British Council wishes to continue our support to the implementation of these projects after the Craft and Design challenge 2017.