

## Terms of Reference (TORs) for research services

### **Situational Analysis of Women in the Music Industry in Morocco**

**Position:** Consultancy for research services

#### **Background:**

The British Council is the UK's international organisation for educational opportunities and cultural relations. British Council Morocco manages a range of activities that sit within four strategic business units (SBUs): English, Arts, Education, and Society. All of these activities in Morocco support collaboration, inclusion and make a real difference to people's lives. We develop strong and vibrant relationships between individuals and institutions in both the UK and Morocco. This builds trust and understanding among people around the world.

Our arts team in Morocco work with the best of British and Moroccan creative talent to deliver innovative, high-quality events and develop collaborations with artists and cultural institutions. We secure relationships with creative partners internationally to deliver exciting projects in Morocco and abroad, from theatre and dance to visual arts and design.

#### **Project description:**

Women in the music industry is a topic that is gaining momentum in the world. Female musicians have numerous challenges related to performing or producing music. In the Maghreb, despite the great potential women have in the field of music, they still face many challenges in proving themselves as talented artists and are not necessarily perceived as such in many regions and thus, would benefit from much less opportunities than men in the music industry.

The aim is to draw attention on the challenges women in music face in the Maghreb, bring up the discussion about it and take it further in order to make space for women artists to tackle these challenges, give them more visibility and to advance the awareness, equality, diversity, opportunities, and cultural aspects of women in the musical field.

#### **The research**

British Council wants to initiate a small study (1 month) covering the following:

The British Council Morocco is looking at developing a project focused on women in the music industry in the North Africa region. For the purpose of best practice, a report needs to be commissioned giving an overview of the current Moroccan music sector (social, legal / political and economic) with a focus on the position of women in the industry with challenges faced, available opportunities and recommendations. The research will include one-on-one interviews with 20 music creators, mainly artists (solo signers / bands, musicians), label and artist directors, festival organizers, journalists, radio professionals, producers, composers, sound technicians, label managers etc. face to face or over the phone.

Indeed, the goal is to gather as much data and recommendations from people from the cultural and musical community, directly active in the sector. Based on this rather expanded and much broader idea, the following questions should narrow the focus of the consultation:

- What is happening in the music sector in Morocco? (Overview of current initiatives, events, projects, etc.)
- How is the representation of women in the sector? Impressions, testimonials etc.
- What are the challenges faced by women in the sector? How do they manage to operate successfully in the sector?
- What skills / experiences are most important in the sector? What are the missing skills in the

sector?

- Recommendations or ideas for a UK / Morocco collaboration (if they had the resources)

The purpose of this exercise is to gather testimonials and information directly from industry experts / practitioners, from which the British Council will develop new programs for the next 5 years, with the primary aim of promoting collaborations between Morocco and the United Kingdom. It will help to evaluate the existing situation, need analysis and generate knowledge which will help British Council Morocco design future music programmes

This will be a short term consultancy contract and the Moroccan consultant will be required to deliver the following:

1. One to one interviews (face to face or by phone) with a minimum of 20 established practitioners with different profiles in the industry (mostly women if possible)
2. Submit a draft report with in-depth analysis which will include;
  - Foreword (Morocco context)
  - Executive summary
  - Four – six chapters on the emerged themes
  - Recommendations
  - Transcript of all the interviews (as Annexe)

Last but not least, the report should include full explanations of the background, research methodology, data collection process, contextual data, findings, conclusions and recommendations (based on the questions previously stated).

**The expression of interest should include:**

- Up to date CV/s
- A short statement describing your approach
- Total fee for completed delivery of all stated outputs with a breakdown of given costs
- Evidence of the required qualifications and experience:
  - Understanding of the [British Council's objectives](#) (essential)
  - Two years' full-time experience of analysing data and report writing (essential)
  - Authored articles published in international peer reviewed journals (essential)
  - Experience of working internationally on cross cultural projects (desirable)

**Timeframe:**

**Apply by:** 15 October 2018

**Start date:** 22 October 2018

**End date:** 23 November 2018

Please submit your expression of interest to the above requirements by **15 October 2018** with the email subject '**Research Music Industry** and send it to: [farah.fawzi@britishcouncil.org](mailto:farah.fawzi@britishcouncil.org)

*Please note, responses will only be given to successful applicants and the contract will be awarded within seven working days of the application deadline*