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FOR CULTURE

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Baseline Study for the Africa-Europe Partnerships for Culture **Study title: Cultural Exchange: An African Perspective**

- TERMS OF REFERENCE -

The Goethe Institut in partnership with Expertise France & Institut Français, EUNIC and UNESCO, invites **a company or a freelancer (individual) to bid for this contract.**

Deadline for the submission: 25 November 2025

Description of tasks and services for the contract; providing a study to the “Africa-Europe Partnerships for Culture” EU funded project.

Program/project title /affiliate identification code	Africa-Europe Partnerships for Culture
Partner organisation/s if applicable	Implemented by: <ul style="list-style-type: none"> • Goether Institut • Expertise France & Institut Français • EUNIC • UNESCO
Geographical coverage: global; region; country(ies)	Sub-Saharan Africa Southern Africa West Africa Europe
Program/project lifespan	The programme implementation period runs from: Sub Saharan Africa (SSA:): Feb25-June28 Southern Africa (SnA): March25-Feb28 West Africa (WA): March25-Feb28
Duration of this study	4 -6 weeks: 28 November – 30 December 2025



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Study Commissioning Manager	<u>Philina Wittke:</u> Project Lead Africa-Europe Partnerships for Culture
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Background

The Africa-Europe Partnerships for Culture program is a **€30 million initiative** aimed at strengthening cultural collaborations between African and European artists, creators and culture actors, activists and academics. It prioritizes **dialogue, mutual learning, and fair partnerships**. It is implemented by the Goethe-Institut, Expertise France & Institut Français, EUNIC, and UNESCO.

1. Context and Rationale

1. Context

Cultural exchange between Africa and Europe has a long and complex history shaped by shared heritage, colonial legacies, migration, and evolving global partnerships. In recent years, cultural cooperation has been revitalized through creative industries, mobility programs, and institutional partnerships.

However, African perspectives on the nature, equity, and impact of these exchanges remain underrepresented. This study aims to capture African viewpoints, priorities, and experiences to inform more balanced and mutually beneficial cultural relations. In addition the study seeks to illuminate from an African perspective, the terminology used in respect to cultural exchange between Africa and Europe, identify barriers for collaboration, map cultural exchange initiatives and recommend strategies to strengthen fair and equal collaboration.

The study will prioritise African derived epistemologies, methodological approaches, and conceptual frameworks, ensuring that cultural exchange is analysed not only as a technical process but also as an epistemic relationship shaped by historical, political, and ontological inequalities.

2. Objectives

2.1 Overall objective

To assess the dynamics of Europe–Africa cultural exchange **from an African perspective**, identifying concepts, discourses, opportunities, challenges, and models that promote equitable collaboration and sustainable partnerships.



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2.2 Specific objectives

The study will:

1. Identify concepts of cultural exchange from an African perspective.
2. Map discourses of cultural exchange between Africa and Europe from an African perspective.
3. Examine how African stakeholders define spaces of culture, heritage and festivals and produce glossary terminology
4. Examine how African knowledge systems, heritage practices, and indigenous cultural logics shape understandings of reciprocity and collaboration
5. Map key cultural exchange initiatives between Africa and the EU (past and ongoing).
6. Assess how African cultural institutions, artists, and networks experience and assess these exchanges, e.g. regarding balance of resources, representation, and decision-making in joint programmes.
7. Identify barriers to fair collaboration (structural, institutional, or policy-related).
8. Recommend strategies to strengthen African agency and leadership in Europe–Africa cultural cooperation.

3. Scope of the Study

The consultant or research team will:

- Conduct desk research on concepts of cultural exchange from an African perspective.
- Map programmes of African European cultural exchange (bilateral and multilateral).
- Carry out limited interviews or surveys with African cultural practitioners, organisations, and policymakers.
- Develop a case study of best practices illustrating equitable exchange.
- Develop a terminology (definition list) of key concepts including cultural exchange, spaces of arts and culture, heritage, heritage narrative, collaboration, dialogue, mutual learning and sustainability from the African perspective.
- Produce a comprehensive analytical report with actionable recommendations.
- *The consultant must demonstrate familiarity with postcolonial, decolonial, Pan-African, and cultural-heritage theoretical frameworks relevant to Africa–Europe exchange.*

4. Methodology

A mixed-methods approach is recommended, combining desk research and limited stakeholder consultations through interviews, or online surveys. The study requires comparative regional



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analysis across Southern, West, East, and Central Africa, reflecting regional variation in cultural policy, heritage practices, and creative ecosystems.

- **Review** of publications on cultural exchange from an African perspective
- **Review of** policies, reports, and cultural cooperation frameworks from an African perspective.
- Desk **review** of key bilateral and multilateral Africa–Europe cultural initiatives, policy frameworks, and partnership programmes (past and ongoing).
- Desk Review of main actors (institutions, networks, funders, and artists), their objectives, funding mechanisms, and governance structures.
- Analysis of trends in participation, decision-making, and resource distribution using existing documentation, evaluations, and published literature.
- Identification of gaps in African representation and leadership.
- **Sources:** Academic publications, programme reports, cultural cooperation strategies (AU–EU, UNESCO, ACP–EU, national cultural agencies), and grey literature, and any other nation, regional, continental and international reports

5. Field Data Collection

a) Interviews and Surveys

- Conduct **semi-structured interviews** (online or in-person) with a purposive sample of African cultural practitioners, organisation representatives, and policymakers.
- Collect qualitative insights on experiences, constraints, and aspirations in cultural exchange programmes.
- Optionally, distribute a **short online survey** to capture broader perceptions from practitioners who cannot be interviewed.

Key focus areas:

- Definition of key concepts
- Perceptions of reciprocity and power balance
- Institutional barriers to equitable cooperation
- Impact of existing programmes on local cultural ecosystems

b) European Partner Inputs

- Gather complementary perspectives from selected European partner organisations to assess levels of reciprocity, inclusion, and shared decision-making.



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Liberté
Créativité
Diversité

- Use structured templates or short questionnaires for consistency and comparability.
- **Comparative analysis** of exchange models across different African regions.

6. Data Analysis

- Apply **thematic content analysis** to interview transcripts, survey responses, and policy documents.
- Use a **comparative matrix** to identify contrasts and convergence between African and European partner experiences.
- Code findings under analytical themes: *agency, representation, governance, access to resources, and cultural equity*.
- Integrate qualitative insights with quantitative trends (where available) to build a coherent picture of partnership dynamics.
- **Ethics & quality assurance:** ensure informed consent for interviews; anonymise responses when requested; apply culturally appropriate research practices and data protection standards.

7. Case Study Development

- Identify **one or two exemplary cases** of Africa–Europe cultural exchange demonstrating good practice in equity, collaboration, and mutual benefit.
- Document background, objectives, governance model, lessons learned, and relevance for policy improvement.
- Use interviews, secondary documents, and participant validation to ensure authenticity.

8. Terminology and Conceptual Clarification

- Develop a **Terminology Definition Glossary** that articulates key concepts—*cultural space, heritage, festival, identity, agency, engagement, community*—from an African interpretive perspective.
- Draw on indigenous knowledge systems, cultural policy documents, and regional cultural discourses to ground the definitions.
- This glossary will support shared understanding across African and European contexts.

9. Validation and Reporting

- Present preliminary findings for **peer or stakeholder validation** (online workshop or written feedback).



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- Incorporate inputs to refine the analysis and strengthen recommendations.
- Produce a **Comprehensive Analytical Report** (approx. 15–20 pages) structured as follows:
 - Executive Summary
 - Methodology
 - Findings and Analysis
 - Case Study(ies)
 - Terminology List
 - Recommendations for Enhancing African Agency

10. Ethical Considerations

- Obtain informed consent from all interviewees.
- Maintain confidentiality and data protection throughout.
- Acknowledge participants' intellectual contributions and contextual sensitivities.

11. Deliverables

1. **Deliverable 1: Inception Report** based on the TORs and on existing information. The service provider will prepare a detailed inception report which details their understanding of the study and how the study questions will be addressed. This is to ensure that service provider and the commissioning organization have a shared understanding of the evaluation. The inception report should outline approach, timeline, and data sources.
 2. **Deliverable 2: Final Report** (approx. 15–20 pages) —incorporating stakeholder feedback; provided in Word and PDF. A separate 2-page executive summary of key findings, analysis and recommendations.
 3. **Deliverable 3:** Summary report allowing easy read published on the website. including PowerPoint presentation in a maximum 5 page document.
- All the above deliverables are to be written in English.



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12. Timeline and Workplan

A suggested timeline (to be finalised during inception): The study should be completed within **4 weeks** from the date of contract signing.

Week	Key Activities	Outputs / Deliverables
Week 1 – Inception & Desk Research	<ul style="list-style-type: none"> • Hold inception meeting with commissioning body.- • Finalize research design, data sources, and methodology. 	<p>Inception Report: research framework, work plan, data collection tools, and preliminary mapping.</p> <p>Presentation outlining key processes</p>
	<ul style="list-style-type: none"> • Conduct desk review of existing Africa–Europe cultural cooperation programmes (past & ongoing). • Map preliminary list of key initiatives, institutions, and actors. • Identify key stakeholders for interviews / consultations. 	
Week 2 – Data Collection & Stakeholder Engagement	<ul style="list-style-type: none"> • Conduct targeted interviews / focus discussions with African cultural institutions, artists, and networks • Gather perspectives on participation, influence, and agency. • Continue documentation of Europe–Africa partnerships (structure, representation, decision-making) • Begin thematic coding and preliminary analysis of findings. • Synthesize evidence from desk and field data. • Identify trends on balance of resources, power, and collaboration dynamics. 	<ul style="list-style-type: none"> • Interview transcripts / notes. • Updated database of initiatives. • Draft analytical summaries per theme.



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Week 3 – Analysis & Interim Findings	<ul style="list-style-type: none"> • Examine barriers to equitable cooperation (policy, institutional, funding). • Draft Interim Findings Report with initial insights and emerging recommendations. • Present for review / feedback. • Incorporate stakeholder feedback from interim presentation. • Refine analysis and develop actionable recommendations for strengthening African agency 	Interim Findings Report (5–8 pages) summarizing key themes and patterns.
Week 4 – Validation & Final Reporting	<ul style="list-style-type: none"> • Draft and finalize Final Report (15–20 pages) with executive summary, methodology, analysis, and recommendations. <ul style="list-style-type: none"> - Submit reports in Word and PDF formats. 	Final Report (15–20 pages). <ul style="list-style-type: none"> - Executive Summary. - Final dataset / mapping annex.

13. Qualifications

- Demonstrated experience leading multi-country cultural sector research and excellent knowledge of Africa–Europe development relations; advanced degree in cultural policy, international relations, development politics, anthropology, or related field; 10+ years relevant experience.
- Demonstrated publication record on African knowledge systems, decolonisation, cultural policy, or Africa–Europe relations.
- Demonstrated familiarity with postcolonial, decolonial, Pan-African, and cultural-heritage theoretical frameworks relevant to Africa–Europe exchange.
- Experience conducting multi-country research across at least three African regions.
- Strong understanding of research from an African perspective
- Strong understanding of African creative landscape.
- Strong understanding of Africa–Europe relations and institutional frameworks.
- Excellent analytical, writing, and stakeholder engagement skills.
- Ability to conduct research in English.



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14. Budget

Provide an estimated budget (or budget breakdown) detailing daily rates or lump sums for team members, travel (if any), stakeholder validation workshops, translation/interpretation (if required), software/licenses, and miscellaneous costs. The budget should include contingency (e.g., 5–10%).

15. Reporting and Management Arrangements

- The consultant/team will report to commissioning organisation (Philina Wittke- Project lead)
- Regular check-ins: weekly/bi-weekly short progress updates and one formal mid-term review.
- All deliverables must be submitted in English. Translation to French or Portuguese may be requested as an additional service.

16. Risk Management and Ethical Considerations

- **Access risks:** delays in stakeholder availability — mitigate by early engagement and using regional focal points.
- **Data gaps:** incomplete public data on budgets and outcomes — mitigate by cross-referencing sources and noting limitations.
- **Ethical considerations:** obtain informed consent, provide options for anonymity, be sensitive to cultural protocols, and ensure data security.

17. Dissemination

The final report and slide pack will be disseminated to stakeholders, posted on the commissioning organisation's website and shared with funders, regional bodies and cultural networks. The service provider should propose additional dissemination strategies. (webinars, regional roundtables) in the final report.

18. Evaluation Criteria for Selection of Consultant / Team

Proposals will be evaluated based on:

- Depth of engagement with African scholarly literature, cultural theory, and decolonial frameworks.
- Relevance and quality of technical approach and methodology.
- Composition and experience of proposed team (CVs required).
- Past experience conducting comparable multi-country cultural cooperation research and producing relevant outputs.



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- Value for money (cost realism and budget clarity).
- Proposed timeline and feasibility.

19. How to Apply / Submission Requirements

Interested consultants or research teams should submit the following by 21 November 2025 to Philina.Wittke@goethe.de and copy in Benjamin.Khobotlo@goethe.de

Technical Proposal (max 5 pages):

- Brief description of your understanding of the assignment and proposed approach.
 - Methodology and work plan, including timeline and key milestones.
 - Outline of team composition and responsibilities.
- 2. Financial Proposal:**
 - Detailed budget showing daily rates, estimated level of effort, and any additional costs (travel, communication, workshops, etc.).
 - 3. Curriculum Vitae (CVs):**
 - CVs of key team members, highlighting relevant experience in cultural cooperation, research, and Africa–Europe collaborations.
 - 4. Previous Work Samples:**
 - At least two examples of comparable studies, evaluations, or mappings completed in the last five years.
 - 5. References:**
 - Names and contact details of two recent clients or organisations for which similar work was completed.

Submission Format:

Only qualified and experienced service providers capable of delivering services on time and at affordable rates with a proven track record will be considered. The contract will be signed with Goethe-Institut. Interested service providers should submit detailed technical and financial proposals with a comprehensive budget detailing all costs related to this call.

- **All documents must be submitted electronically in PDF format.**
- **The email subject line should read: “Application – Cultural Exchange An African Perspective.”**
- **Late or incomplete submissions may not be considered.**



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Evaluation Criteria:

- **Quality and relevance of the proposed approach.**
- **Experience and qualifications of the team.**
- **Demonstrated understanding of Africa–Europe cultural cooperation.**
- **Value for money and clarity of budget.**
- **Ability to meet proposed timeline.**

GENERAL PROVISIONS

- a. Bidders should note that once contracted, there will be no extension of allocated time, beyond the closing date.
- b. Failure to comply with the provisions of the contract could render the cancellation of the contract without prejudice to the contracting party.
- c. Goethe-Institut reserves the right not to appoint any service provider or to appoint the work to more than one bidder.
- d. Goethe-Institut reserves the right to undertake reference, and other checks and by responding to this bid, the consultant(s)/service provider hereby gives Goethe-Institut consent/authority to undertake such checks.
- e. Goethe-Institut reserves the right to withdraw this bid/ or amend these terms of reference by notice in writing (email or posting on the website) to only shortlisted bidders who will have responded to this call prior to the closing date.
- f. The award of the contract will be based on best value for money that being the best outcome for Goethe-Institut as a whole, considering price, economic, environmental and social benefits (if applicable)
- g. Goethe-Institut reserves the right not to make an award or to accept the lowest bid.
- h. Submissions after the deadline will not be considered. The Goethe-Institut reserves the right to ask for additional documentation after submission. The evaluation consists of two parts: **Technical proposal will be evaluated on 70% whereas the financial one will be evaluated on 30%.** The offer with the highest number of cumulative points across the two sections will be awarded.

Anti-Competitive Behaviour

Anti-competitive arrangements, particularly agreements and recommendations regarding the following are forbidden:



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- Profit Margin
- Profit sharing
- Prices
- Deficiency Compensation / Redundancy Pay, etc.
- Terms & Conditions for delivery of service, payment and contract which influence the pricing apart from exceptions mentioned in the GWB (German Competition Law, implementing article 101 of the EU treaty)
- Costs incurred for the preparation and presentation (including travel expenses) for the bid cannot be reimbursed

The instructions on submission of offer.

Offers need to be submitted electronically (preferably in one PDF) in English to Philina.wittke@goethe.de and **and copy in** Benjamin.Khobotlo@goethe.de with the subject line **“Application – Cultural Exchange from an African Perspective.”** no later than, **21 November 2025, 6pm**. Late submissions will not be considered.

Contact for further inquiries

Philina Wittke, Project lead. Philina.wittke@goethe.de