**REQUEST FOR PROPOSAL**

**Education Agency Co-Funded Activity 2024**

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| **Date** | **ENZ ASIA** | **RFP No.** |
| **21 December 2023** | **India** | **RFP001** |

**RFP Project team:**

* Monika Chaudhary - Market Development Manager – India
* Jugnu Roy – Director of Engagement – East Asia & India

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| The information contained within this Request for Proposal (RFP) is confidential.    All recipients are advised against discussing the contents of this RFP with anyone other than those involved in constructing its response.    If you do not intend to respond to this RFP, either return all RFP documents to Education New Zealand Manapou ki te Ao or destroy all documents and delete all related electronic media. |

**1 Background**

Education New Zealand Manapou ki te Ao (ENZ) is offering to co-invest in activities and initiatives by Education Agencies in India.

Partnerships are critical to the success of New Zealand education globally. We value our relationship with Education Agencies in India and want to offer support to high-quality, top-performing agencies who have worked effectively to showcase New Zealand education and support ENZ’s goals. Good quality engagement between agencies and New Zealand education institutions ensures that we can achieve growth in quality students choosing New Zealand as their study destination.

**2 Project Scope**

ENZ will assist the education agency by contributing co-investment funds up to NZD 5,000 per project (inclusive of all taxes). The payment will be done in NZD.

Depending on the quality and scale of the projects, ENZ will finalise proposals**;** all which will be undertaken between **February to June 2024.** Proposed projects can be online activities, offline/in-person activities, or both.

Here are some examples of activities that can be submitted (but not limited to)*: New Zealand focussed online/offline/blended events, information sessions, schools’ roadshows, school visits, student competitions, education workshops, seminars, promotional campaigns etc.*

Education Agencies are invited to submit a proposal which clearly showcases their abilities in increasing awareness for New Zealand as a study destination and producing significant growth in student numbers for New Zealand institutions during the 2024 and 2025 intakes.

**3 Eligibility**

The following criteria outlines who is eligible to be invited and apply for funding:

1. You are an education agency with head office in India.
2. You have placed at least 10 students in a New Zealand institution and your approval rate is at least 96% in 2023; and
3. Your visa approval rate reflects your commitment to quality international students.
4. **RFP Terms & Conditions**
   1. **Submission of Proposal(s)**
5. Only a single agency is eligible to submit proposal for any activity.
6. Agencies are free to submit proposals for multiple cities or multiple projects. Our priority cities (but not limited to) are Delhi NCR, Mumbai, Bangalore, ChennaiandPune.
7. Activities per city are not limited to a one-off event but can be different activities during the agreed promotional period.
8. All proposals should be signed by the company’s authorised person with a company’s stamp.
9. Please refer to **Appendix A** for the Proposal Template.
10. In addition to the proposal, you are required to include your list of students you have sent to NZ in 2023 and indicate your visa approval rate. Please refer to **Appendix B** for the Student List Template.

**4.2 Branding, Design & Event Guidelines**

1. Visuals and assets from <https://thebrandlab.enz.govt.nz/> may be used in accordance with ENZ’s Brand Guidelines.
2. ENZ’s logo and assets should be used in all collateral including posters, online and social media banner ads, onsite branding décor in compliance with ENZ Brand Guidelines. Agencies should consult with ENZ before finalising designed collateral.
3. Suggested venues should meet the ‘ENZ’ standard in terms of local and quality offering reflecting well on New Zealand. Venue selection must be done in consultation with ENZ before contracting.
4. Activities should align with ENZ goals to increase New Zealand education awareness and grow quality student numbers.
5. If the activities are student and/or parent facing, it should involve participation of New Zealand education providers (Universities, Te Pūkenga, PTEs), we would like to see:

* a minimum of 100 students/parents attending per event/activity, with a minimum of 10 students/parents enquiring to each participating institution per event/activity.
* positive feedback from New Zealand Education Providers
* any student leads will need to be shared with ENZ in ENZ’s required format.

**4.3 Funding**

1. Activities for which ENZ funding is sought should not commence before funding agreements are in place.
2. “In-kind” contributions, as opposed to cash co-investment, will not be accepted.
3. Funding support must be accompanied by supporting documents (e.g. invoices or receipts) only. Otherwise, reimbursement will not be provided to the eligible agencies.
4. Reimbursement will be based on actual costs of activity only.
5. Personal expenses and operating expenses will not be included in the funding.
6. Key performance indicators (KPIs) specific to the activity will be agreed upon by both ENZ and the education agency and detailed in the Funding Agreement.
7. If the activities involve participation of New Zealand education providers (Universities, Te Pūkenga, PTEs), they will not be charged any participation fees.
8. **Timelines**

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| **RFP Milestones** | **Details** | **Deadline** |
| **RFP Launched** | Invitation sent by ENZ to participate in RFP | **Thursday, 21 December 2024** |
|  | Education Agencies to confirm their interest via email | **Friday, 5 January 2024** |
|  | Education agencies to sign the **Non-Disclosure Agreement** | **8-12 January 2024** |
| **Clarifications** | Education Agencies may also seek **clarification** by emailing questions regarding the RFP during this period. Questions must be sent via email only. WhatsApp messages will not be addressed. | **8-12 January 2024** |
| **RFP Closes** | Submit your proposal via email. Proposals received after the deadline will not be considered. | **20 January 2024, 5 pm IST** |
| **Evaluation Period** | ENZ to evaluate all submitted proposals during this period | **22 January to 26 January 2024** |
| **Announcement of successful proposals** | *ENZ India team to announce successful projects following which:*   1. *Co-funding agreement to be signed by both parties* 2. *Database capture guidelines shared by ENZ* | **29 January- 31 January 2024** |
| All emails to be addressed to:  [monika.chaudhary@enz.govt.nz](mailto:monika.chaudhary@enz.govt.nz)  cc: [jugnu.roy@enz.govt.nz](mailto:jugnu.roy@enz.govt.nz) | | |

**6 Decision-making Process & Evaluation Criteria**

ENZ will evaluate applications based on how the proposed activities align with the following criteria:

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| Evaluation Criteria | Weightage (%) |
| 1. The alignment of the proposal with ENZ’s goals and objectives   *e.g. promotion of NZ’s educational sectors/institutions, market expansion initiatives* | 30% |
| 1. The degree of wider economic, social and cultural benefits to the New Zealand education industry | 10% |
| 1. The level of new initiatives, innovation, and scalability of the activity   *e.g. deliver additional outcomes rather than business-as usual or activities which supplement or are separate from your core/regular work for New Zealand* | 25% |
| 1. The level of a strong digital campaign/expertise | 10% |
| 1. Demonstration of sustainable benefits *e.g. positive outcomes that endure beyond the lifetime of the investment* and value for money *e.g. an acceptable return on investment* | 25% |

Selection of bid and allocation of cities and organisers is at the sole discretion of ENZ. ENZ may decide that there are no proposals that merit funding support.