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# **ENZ Europe and Latin America Engagement Fund**

## **Request for proposal**

### **March 2023**

# REQUEST FOR PROPOSAL

## 1 Background

Education New Zealand (ENZ) is offering to co-invest in activities and initiatives led by New Zealand institutions such as education providers, and Regional Economic development agencies or Associations, to engage with education agents in Europe, Brazil and Colombia.

Partnerships are critical to the success of New Zealand education globally. We value our relationship with agents as they are a key channel for the return of international students to New Zealand. ENZ wants 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 NZ beneficiary by contributing co-investment funds up to NZD \$3,000 per project (inclusive of all taxes).

Depending on the quality and scale of the proposals, ENZ will fund up to 15 proposals, which will be undertaken from June 2023 and December 2023. Proposed projects can be online activities, scholarships, offline/in-person activities, or both.

Here are some examples of activities that can be submitted (but not limited to): *online/offline/blended events, schools roadshow, school visit, student competition, education workshop, seminar, support to bring an agent to New Zealand, PR campaign etc.*

New Zealand institutions are invited to submit a promotional proposal which clearly showcases engagement with agents in Europe, Brazil or Colombia. The proposal should support initiatives for the return of students to NZ, and increase awareness for New Zealand as a study destination, keeping in mind the current impacts of COVID-19 and the uncertainty around when students may be able to return to New Zealand. This will be taken into consideration as part of the evaluation process (see below 6. *Decision-making process & Evaluation Criteria*).

Applicants can apply online using [the online form](#).

## 3 Eligibility

New Zealand institutions are eligible to apply for funding.

## 4 RFP Terms & Conditions

### 4.1 Submission of Proposal(s)

- a) Only New Zealand institutions or organisations are eligible to apply, submit a proposal, and organise any activity.
- b) The activity must be organised in collaboration with an education agency, or be an agency-led activity, such as an education agency event.
- c) Applicants are free to submit proposals for multiple cities or countries.
- d) Activities per city/country are not limited to a one-off event but can be different activities during the agreed promotional period.
- e) All proposals should be signed by the institution's authorised person with the institution's stamp (digital signature and stamp is acceptable).
- f) Proposals should be submitted using [the online form](#). The deadline to submit the proposal is Friday 12 May NZT.

### 4.2 Branding, Design & Event Guidelines

- a) Visuals and assets from thebrandlab.enz.govt.nz may be used in accordance with ENZ's Brand Guidelines.
- b) All collateral including posters, online and social media banner ads, and online materials which utilise the ENZ brand must follow ENZ's THINK NEW and I AM NEW brand guidelines and are subject to approval by ENZ.
- c) Suggested event venues should meet ENZ's standards in terms of being a quality offering reflecting well on New Zealand. Venue selection must be approved by ENZ before contracting.
- d) Activities should align with ENZ goals to increase New Zealand education awareness and grow quality student numbers, as well as ENZ's I AM NEW theme.

### 4.3 Funding

- a) Activities for which ENZ funding is sought should not commence before funding agreements are in place.
- b) A detailed cost breakdown must be provided on the application and also on the final report.
- c) Personal expenses and operating expenses will not be included in the funding.
- d) Key performance indicators (KPIs) specific to the activity will be agreed upon by both ENZ and the NZ institution and detailed in the Funding Agreement.

## 5 RFP Milestones

<b>Europe and Latin America Engagement Fund launched</b> <ul style="list-style-type: none"> <li>Email invitation sent by ENZ to announce launch of the fund and invite applications from NZ providers</li> </ul>	<i>30 March</i>
<b>Application period</b> <ul style="list-style-type: none"> <li>Applicants may email ENZ with any questions regarding the RFP during this period.</li> </ul>	<i>29 march – 12 May</i>
<b>Applications close</b> <ul style="list-style-type: none"> <li>Submit your proposal by completing the form. Proposals received after the deadline will not be considered.</li> </ul>	<i>12 May</i>
<b>Evaluation period</b>	<i>15-26 May</i>
<b>Anticipated Award Date</b>	<i>9 June</i>
<b>Final Report</b>	<i>By agreement with the ENZ team</i>

## 6 Decision-making Process & Evaluation Criteria

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

Evaluation Criteria	Weightage (%)
1. The alignment of the proposal with ENZ's goals and objectives <i>e.g. promote New Zealand as a study destination, identify new opportunities for growth, facilitate education industry capability so providers can effectively recruit and support international students</i>	20%
2. The degree of wider economic, social and cultural benefits to the New Zealand education industry	10%
3. The level of innovation of the initiatives and scalability of the activity	35%
4. Demonstration of <u>sustainable benefits</u> <i>e.g. positive outcomes that endure beyond the lifetime of the investment</i> and <u>value for money</u> <i>e.g. an acceptable return on investment</i>	35%

Selection of successful proposals, and the allocation of funding to NZ institutions is at the sole discretion of ENZ. ENZ may decide that there are no proposals that merit funding support.