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Video production design brief

Project title: Four videos about the British Council's Global Social Enterprise programme
Project owner: Global Social Enterprise team, Adam Pittsbury

Project background:

Overview of the Global Social Enterprise programme

The British Council is the UK's international organisation for educational opportunities and cultural relations. We are on the ground in six continents and over 100 countries, bringing international opportunity to life.

We support the development of social enterprise in the UK and around the world through our Global Social Enterprise programme. Launched in 2008, the programme provides social entrepreneurs and NGO practitioners with access to training, consultancy and investment opportunities to scale up their activities. We also work with policy leaders to create an enabling environment for social enterprise; promote social enterprise education and academic collaboration; and develop social enterprise approaches to international development.

Our work draws on UK experience and expertise and is delivered with a range of UK and international partners. It creates tangible opportunities for UK social enterprises and other sector organisations to collaborate with overseas counterparts and expand their international networks.

This supports positive social change, inclusive growth and sustainable development, while also sharing learning, building trust and creating opportunities between the UK and other countries. <http://www.britishcouncil.org/social/social-enterprise>

Overview of the Business and Investment Readiness programme

The Business and Investment Readiness programme (BIR) aims to strengthen social enterprises around the world by providing them with the support they need to enhance and scale the impact of their work. In 2015-16, the programme is being run in eight countries.

The programme provides **business readiness support** to start-up or early stage social enterprises and to NGOs transitioning from a donor dependent model, to allow them to strengthen their organisational capacity and put in place plans for future growth and increase impact.

It also provides **investment readiness support** to social enterprises which are in need of finance in order to grow and enhance impact.

BIR also provides support for organisations to more effectively account for, **measure and communicate the impact** they are making. It does this by drawing on the diversity of approaches that exist both across the UK and globally ensuring sensitivity and relevance to local contexts.

The support these social enterprises receive is provided by **social enterprise intermediary organisations from the UK and the relevant countries** working in partnership to help the selected social enterprises to enhance their operations and scale up. This can involve supporting organisations to develop more robust business and financial plans, more comprehensive sales and marketing strategies, as well as developing strategies to secure social investment.

As a result of their collaboration, the intermediary organisations develop knowledge, skills, networks

Brief Outline of a Sample Restaurant Business Plan

A **sample restaurant business plan** is what every new entrepreneur is looking for in order to easily outline their blossoming business in the food industry. Because of the long articles that they are supposed to read in order to gain knowledge about the necessary things they need to do, they have spent too much time with the computer rather than really starting their business. You are aware that the main element of the business is the customers. It does not require a lot of reading to know that. As long as you offer the best quality goods you have, customers will always keep coming back for more. Make use of this outline to start your business in just a jiffy of time.

Company Description

The company description must include the name of your restaurant, its location, contact number and the services it offers. Other important elements are the mission statement and the future plans. The mission will tell you the objectives and the steps in order to achieve them. It should be short and brief as well. The future plan will tell you what will happen as your business progresses such as setting up another branch. Future plans should be realistic, time-bound and attainable.

Business Analysis

The business analysis should provide the idea of how complicated the food industry is. Present a review of the economic, market and political aspects that may affect the way your business progresses. Future trends may be included in order to present how great an opportunity it is to start your business earlier than the others.

Products and Other Services

Present products and services to customers to choose from. You can state how customers are going to avoid the product either through orders or menus. You can add the method of offering services either by dining in or taking out. You must never fail to include how you are going to cook the food, where are you cooking it and how long will you be able to serve them.

Target Market

The customers who will add buyers of your project should be stated in your plan. Restaurants target people of all ages making it easier for you to get



Creative Brief

Concept, Design, Content and Production of the 2016 Annual Report

Project

ASEF is looking to produce the 2016 Annual Report which targets its primary stakeholders, as well as members of the general public.

Background on the Asia-Europe Foundation (ASEF)

The Asia-Europe Foundation (ASEF) promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, economy, education, governance, public health and sustainable development. ASEF is an intergovernmental not-for-profit organisation located in Singapore. Established in 1997, it is the only permanent institution of the Asia-Europe Meeting (ASEM).

Together with about 750 partner organisations, ASEF has run more than 700 projects, mainly conferences, seminars and workshops. Over 20,000 Asians and Europeans have actively participated in its activities. It has reached wide audiences through its networks, online media, publications, exhibitions and lectures. (www.asef.org)

Project Background

ASEF produces the Annual Report to provide its stakeholders (including the ASEF Governors, ASEM Senior Officials, ASEM Contact Points, partner organisations, participants and alumni) with an overview of its activities and financials in 2016. The Annual Report is a tool that reinforces the understanding of ASEF's mission and themes through the achievements accomplished over the year. The Annual Report is a comprehensive and visually appealing channel of reporting on ASEF, and to create greater awareness about ASEF, its projects and activities. Important to note is that 2017 is ASEF's 20th Anniversary, which will receive special emphasis in the Annual Report.

Objectives

1. To showcase ASEF's achievements of 2016 to its stakeholders and partners.
2. To communicate ASEF as a forward-looking intergovernmental not-for-profit organisation.
3. To create an engaging brand experience through innovative design, concept and content.
4. To celebrate the 20th Anniversary of ASEF. This theme should be integrated throughout the report.

Target audiences

1. ASEF stakeholders (ASEF Governors, ASEM government officials, partner organisations, event participants, alumni)
2. Potential partners, supporters and sponsors
3. General public

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