

Wildlife Photographer of the Year Academy in Central Asia

Open call for programme delivery

Call for applications

The British Council is looking to appoint delivery partners in Kazakhstan and Uzbekistan for the Wildlife Photographer of the Year (WPY) Academy programme and a series of photography workshops and exhibitions to be presented in partnership with the Natural History Museum in London, UK. For more information, please see the **Background** section below.

To apply, please complete the [online application form](#) in English. Applications must be submitted by 23.59 local Astana/Tashkent time on **30 November 2023**.

WPY Academy background

The concept for the WPY (Wildlife Photographer of the Year) Academy was piloted in 2022 as part of the *India/UK Together, a Season of Culture*. Over the summer of 2022, the Wildlife Photographer of the Year programme collaborated with British Council India and the Victoria Memorial Hall in Kolkata India for *Young Minds for a Compassionate World*, a free week-long masterclass focusing on local conservation, wildlife photography and storytelling for young people (see below for links about the pilot programme).

The programme aimed to connect young people with nature in their local communities, teach them how to tell stories through nature photography, and empower them to become advocates for people and the planet.

Using nature photography as a springboard and visual storytelling tool we want to amplify, champion and celebrate the voices of young people by providing them with a platform to share their experiences of the natural world with the world.

Find out more about the pilot programme:

[Young Minds for a Compassionate World exhibition](#)

[Wildlife Photographer of the Year: Top Tips from Young Minds for a Compassionate World](#)

Video trailer: www.youtube.com/watch?v=tFaA2TwX1II

The project in Central Asia

In 2024 the British Council and the Natural History Museum would like to launch the programme in Central Asia. The main aim of the project is to listen to the stories of young people in Kazakhstan and Uzbekistan and deepen their relationship with nature and the environment through the creative medium of photography.

The programme has three distinct phases:

1. The development and curation of a locally rooted photography/visual storytelling programme for young people. The programme will coach them to 'see' and connect to the natural world in a deeper way, explain the basics of ethics and conscious photography and last but not least, develop basic skills in visual storytelling so that they can make their voices heard about environmental issues that are impacting their local communities.
2. The roll-out of the training programme for young people aged 15–17 conducted by professional photographers.
3. The curation of a physical exhibition produced with the material resulting from the training sessions, displayed at a public venue/museum open to the public for a period of a maximum of two months.

The programme aims to:

- empower young people to connect with nature
- engage young people in wildlife storytelling and nature photo documentation
- build confidence in young people to begin conversations about ecology and climate change, and how these issues are affecting their surroundings and communities
- co-curate a final exhibition with partner organisations
- develop meaningful and mutually beneficial relationships with partners in Kazakhstan and Uzbekistan that inspire, challenge and explore our understanding of the natural world and biodiversity.

The local partner will be required to:

- identify local schools or other organisations to recruit and shortlist all participants for the programmes in Kazakhstan and Uzbekistan
- host and facilitate the workshop programme
- produce (printing, framing, exhibition design) and host the exhibition and related events
- prepare a report and evaluation of the programme.

Proposal requirements

The online application consists of:

1. motivation letter to demonstrate the skills, knowledge and experience outlined in the Eligibility criteria
2. brief description of the delivery team and their relevant experience and skills (see Team resources and responsibilities section)
3. budget proposal (see Budget section).

Following the selection process, the British Council may conduct an online interview with shortlisted applicants.

Eligibility criteria

- We are able to accept proposals from organisations based in Almaty/Tashkent. We will accept proposals from consortiums of teams/organisations, but all partners and spaces required must be based in the above cities and should demonstrate the skills and capacities specified below.
- We invite proposals only from organisations or individual entrepreneurs who can demonstrate relevant experience in organising international cultural events and conferences, and who have the team and resources required for delivery of the programme (see Team, resources and responsibilities section) and the financial capacity to administer the budget.
- The programme will be delivered in person. The delivery partner should have strong skills and experience of conducting outreach projects with young people aged 15–17 and have the technical expertise to digitise the various activities.
- The local delivery team should have a good knowledge of English and be able to communicate with UK partners.
- Organisations who apply must confirm that the planned programme and activities will be delivered according to the key dates (see Key dates section) and that they will provide the British Council with the necessary reports (see Reporting section).

Team, resources and responsibilities

The delivery partner will work closely with, and report to, the British Council. We envision the following division of roles:

British Council team

- The Head of Arts for Central Asia based in Almaty is the programme lead and will take overall responsibility for the programme in both countries.
- The Arts manager based in Tashkent will work closely with Central Asia and UK partners and co-ordinate day-to-day work, including supervision of communication and marketing activities, and will also liaise with the marcomms manager from the delivery team.

Natural History Museum, London team

- The Head of the Wildlife Photographer of the Year programme will steer direction, take overall curatorial responsibility for programme content and ensure there is UK representation at the event.
- The WPY Competition Manager will secure Photography Mentors, develop content for the week-long workshop and curate participant images for the exhibition.

Local delivery team

Although it will be up to the applicant to suggest their team structure, we suggest it should include:

- Programme manager as the main contact point for communication with the British Council, and who is responsible for the overall programme delivery and content and reporting
- Curator(s) responsible for organising and co-curating activities and discussions, briefing and liaison with speakers and guests
- Marcomms manager responsible for the marketing plan and its delivery
- Event manager/technical support responsible for the organisation of the events and activities who has the expertise and skills to provide technical support for the digital activities.

We also will encourage the Almaty and Tashkent local delivery partners teams to work together and share best practice and ideas.

Indicative timeline

A detailed timeline for the workshops and exhibition will be discussed with the selected partner.

16 November 2023	Open call – Delivery partner launch
30 November 2023	Deadline for the submission of proposals
10 December 2023	Delivery partner confirmed <i>Please note that only shortlisted candidates will be contacted.</i> <i>If you don't receive an email from us by 10 December at the latest, your application hasn't been successful.</i>
January – March 2024	Workshop preparation process
April – June 2024	Workshop programme delivery and exhibition

Detailed project phases and facilities requirements

(see Appendix below)

Budget

We ask applicants to propose a budget with the following indicative breakdown in local currency:

Local expenses
Fee local partner team (6 months)
Fee local workshop trainer (photographer)
Venue hire for exhibition (3–4 weeks) or in-kind
Venue hire for workshop (5 days) or in-kind
Transport
Meals for participants and trainers (25 ppl)
Workshop materials and equipment hire (binoculars, cameras, 1 projector)
Exhibition production (design, printing and installation)
Fee for local speakers for workshop and public talks during exhibition
Event photographer (workshop and opening)
Exhibition opening reception (150 ppl)
Photographer/videographer to document workshop
Workshop translator

Appendix (Detailed project phase and facilities requirements)

Project phases

Phase 1: Scoping and partnership development/development of training modules

- Confirm scope of project; bring partners together to develop mutual understanding and ways of working.
- Understand target audience and identify different needs: young people aged 15–17 with a previous interest in wildlife photography.
- Recruit training facilitators: WPY alumni wildlife photographers who could be previously connected to WPY competition either as finalists or judges, or other photographers who we know.
- Identify locations for training workshops (online/physical) and photographic locations in/around Almaty/Tashkent.
- Develop training programme. Potential topics of sessions (four sessions maximum) include:
 - a. Connecting to nature
 - b. Conservation and the role of still photography in conservation
 - c. Nature photography ethics
 - d. Photography, camera settings, composition – building blocks for taking great pictures
 - e. Photojournalism fundamentals – creating a narrative
 - f. Image editing workflow
- Confirm numbers for the training sessions and the number of people in each cohort (Almaty/Tashkent). The maximum total number of participants is 15.

Indicative training structure

Indicative dates (to be discussed)	Cohort 1 – Almaty (15 people maximum) Aged 15–17	Cohort 2 – Tashkent (15 people maximum) Aged 15–17
Week 1 – Almaty	April/May	April/May
Week 2 – Tashkent	April/May	April/May

Phase 2: Recruitment and delivery of training sessions cohort

- Communication/promotion of initiative with local community organisations (Local Partner)
- Recruitment of young people to participate in sessions (Local Partner)
- Schedule and run training sessions with photographers/facilitators (NHM)
- Documentation of training workshops

Phase 3: Creation and display of the exhibition at [local venue TBC]

- Working group to curate the exhibition using local partner team
- Identify local photography printers in Almaty/Tashkent to produce the exhibition
- Display gallery / marketing / opening

Phase 4. Reporting and evaluation

- Report/Evaluation to cover:
 - a. the learning and experiences of young people involved in the programme
 - b. the impact for wider audiences – who viewed the exhibition
 - c. the impact on the partners.
- Produce creative report for the British Council and edit all video and photo materials.

Programme facilities

Auditorium/Room – 20 seats/participants

- A completely dark, acoustically treated, air-conditioned room/hall with enough seating for all participants
- A good screen – either a spotless white wall or a pull-down screen of at least 8 feet x 5 feet
- A full HD (1080p) projector connected to a decent sound system
- A lapel/collar microphone for speaking
- A high-speed broadband internet connection of at least 100 Mbps
- A couple of wireless hand-held microphones for the participants to use during their interactions with speakers
- AV technical support throughout the programme

Exhibition facilities

- Exhibition gallery space (circa 350 m² / 3,700 ft²) available May – June 2024 for a maximum of two months
- Included in the exhibition (depending on the linear space available):
 - a. 3x images taken by each participant
 - b. 6x images from mentors
 - c. 12x images from the 2024 Young Wildlife Photographer of the Year competition
 - d. 4x text panels (WPY Academy, Young Wildlife Photographer of the Year, Picture board, credits)