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The British Council is seeking an experienced supplier to research and map festivals in ASEAN, including Indonesia, Malaysia, the Philippines, Viet Nam, Thailand, Singapore, Brunei Darussalam, Cambodia, Lao PDR, Myanmar and Timor Leste.

This new research project will **build on the 'Festivals in South East Asia' (2022)** mapping report. Researchers and organisations globally are invited to apply, and consortium/collaborative proposals are welcomed. This is an ASEAN-UK ACE project. The ASEAN-UK Advancing Creative Economy (ACE) programme **aims to strengthen the creative economy and empower professionals and policymakers in ASEAN**, by fostering collaboration and professional development, providing new research, resources, and knowledge exchanges. The programme is delivered by British Council in partnership with the ASEAN Secretariat, with co-funding from UK's FCDO.

The research will provide the following:

- An up-to-date evidence base of festivals in ASEAN countries: **a mapping of the ecosystem of festivals across ASEAN** including needs, growth, strengths, opportunities, quality and cultural diversity, building on the Festivals in South East Asia report.
- Clear and concise **summaries at the country and ASEAN level**.
- Through a brief literature and policy snapshot, **an overview of the existing context on festivals in ASEAN countries** including international exchange within ASEAN festivals and the social, cultural, economic and inclusive growth value of festivals.
- A consideration of the **policy landscape** particularly the UK government Growth Strategy (e.g. impact from the economic growth angle), the ASEAN Strategic Plan on Culture and Arts (2016-2025, with new work plan underway), and Malaysia's Chairmanship of the ASEAN theme: Bridging Cultures, Building Futures: Unity in Diversity.

## Timeline

**End April 2025:** A consolidated draft but finished report (including recommendations to support the festival sector, including specific recommendations to the British Council).

**14 May 2025:** Full findings and written report.

**May 2025:** Three presentations with discussion of the research findings.

## Budget

The budget is **30,000 GBP including VAT**.

### ASEAN Festivals Mapping application guidelines

**Deadline: 6 January 2025**

*Image: Wong Peken was created by CANdoDANCE with Bali-based choreographer Jasmine Okubo, including deaf, disabled and non-disabled dancers. It premiered at Festival Bebas Batas, Indonesia as part of the UK/Indonesia Season of Culture. © British Council*

#### WEBSITE

[HTTPS://WWW.BRITISHCOUNCIL.ORG/RESEARCH-INSIGHT/CONSULTANCY-PARTNERSHIP-OPPORTUNITIES/ASEAN-FESTIVALS-MAPPING](https://www.britishcouncil.org/research-insight/consultancy-partnership-opportunities/asean-festivals-mapping)

#### COUNTRIES

BRUNEI DARUSSALAM CAMBODIA INDONESIA LAO PDR MALAYSIA MYANMAR PHILIPPINES  
SINGAPORE THAILAND VIET NAM

#### THEMES

CREATIVE INDUSTRIES CULTURAL DIPLOMACY

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FESTIVALS

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**culture360.asef.org** brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

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