

Form Name: NFIS_19
Submission Time: September 27, 2019 3:53 pm
Browser: Chrome 77.0.3865.90 / Windows
IP Address: 194.66.32.17
Unique ID: 541140620
Location: 52.416698455811, -1.5499999523163

Before continuing, please confirm that you have read and understood the above notices. I confirm that I have read and understood the above notices.

Newton Fund Impact Scheme - Application

Title Reducing social and economic inequalities through creative economy and social entrepreneurial interventions in Southern Mexico.

Title of the previous Newton project that this one builds on Newton Fund Professional Engagement and Development Programme Brazil

Organisation that awarded the previous project British Council

Previous project reference number NF_PDE_Brazil_CC_A1

Duration of new collaboration (in months) 24

Proposed start date 01/02/2020

Total value of grant requested 197415

UK principal applicant name and title Dr Richard Tomlins

UK principal applicant gender Male

UK lead institution Coventry University

UK lead institution address Priory St
City Centre
Coventry , Warks CV1 5FB

Partner country Mexico (National) - Modality 2

Partner country principal applicant name and title Rodrigo Alejandro Olivares Contreras

Partner country principal applicant gender Male

Partner country lead institution Universidad Tecnológica Metropolitana, Mérida, Yucatán

Partner country lead institution address Calle 111 No.315,
Santa Rosa
Mérida, Yucatán 97189

1. Proposal Summary

Please give a short summary in plain English of the proposed NFIS project. This should be a statement for a non-specialist audience, giving the rationale of the collaboration, briefly describing what will be done, how these activities build upon your previous Newton project, and summarising the project's impact on economic development and/or welfare in the partner country.

This project focuses on reducing social and economic inequalities through creative economy and social entrepreneurial interventions in Southern Mexico. The proposed project builds upon existing working relationships between CU and UTM including British Council Higher Education Links funding and focuses on driving new pathways to impact through applying and developing CU'S Newton Brasil creative economy funding.

In 2018, CU and UTM jointly organised the International Forum of Social Innovation and Transformational Entrepreneurship (FISSET), a training event for 745 participants held at the UTM campus. The event was highly successful, leading to the creation of 13 social enterprises and upskilling participants in the areas of social value, design thinking, social business, theory of change and collective impact methodologies.

Current joint projects include the development a Latin American Institute for Transformational Entrepreneurship, a joint book chapter to be published in "Women's Entrepreneurship and Value creation", and £1M funding application to the GCRF Fund (ESRC-led) (deadline 25th September 2019; the bid is about increasing educational outcomes through gamification and technology as a pathway to positive employment and entrepreneurial outcomes).

This project uses these relationships as a platform to introduce creative economy themes and work to the gender and social enterprise core of our existing work. It incorporates and applies the themes of our Brasil project whilst recognising the limits of that tool based approach. These tools will be refreshed through a co-creation process and extended to address the wider ecosystem and policy needs. Our dissemination is focused around ensuring the post project legacy of these relationships within the locality however also drive a wider footprint. This involves dissemination events between UK, Mexico and the original Brazilian partners as well as exploiting the global reach of CU and ICTE.

2. The Project

Objectives of the project (up to 8; specific and achievable)

1. Extend the impact from initial Newton Fund Professional Engagement and Development Programme in Brazil to the Yucatan region in Mexico.
2. Extend the scope of our Newton project to ecosystem and public policy development.
3. Draw on Coventry University's role as key partner of the successful UK City of Culture 2021 bid to promote the impact of the creative economy and social enterprises
4. Identify technical and soft skills for creative economy industries for the social and economic transformation of women in rural and urban areas of Yucatán.
5. Promote inclusion of rural and urban women entrepreneurs through a Meeting Forum and Peer-to-Peer Support Network.
6. Analyse ecosystem and public policy needs to maintain creative economy and women-led social enterprises in disadvantaged rural and urban neighbourhoods in Latin America.
7. Co-create creative economy and social enterprise development and support offer through an asset-based community development approach.

Key deliverables and anticipated outputs.

- O1 Spanish language materials (printed and online) drawing on original materials from Brazilian project.
 - O2 Preparation of White Paper and journal article for publication in leading journal, e.g. Entrepreneurship and Regional Development.
 - O3 (i) I.d. new impact pathways through Latin American/UK creative economy and social enterprise exchange (ii) link to Coventry UK City of Culture 2021 through CU role as key partner and PI's role as CU Champion for CoC 2021.
 - O4 Production of gender and ethnicity equality action plans.
 - O5 Production of culturally, gender sensitive and spatially specific technical training, print and online, for creative economy and social enterprise development.
 - O6 Women Entrepreneurs' Meeting Forum and Peer-to-Peer Support Network.
 - O7 World/Knowledge Café style ecosystem and Public Policy Development Workshop
 - O8 I.d. of ecosystem and public policy needs
 - O9 Co-create a creative economy social enterprise development and incubation support offer.
-

Please provide details of the research/evidence base that informs the proposed NFIS collaboration and place it clearly in its research context. When completing this section, please structure the text to make it easily accessible for reviewers, for example by using section headings and bullet points. Please include a description of the research/evidence that informs the project and describe how the research outputs from the original project link to the proposed activities.

1. Inequality and Ethnicity.

Mexico's an example of unequal growth with the 2nd highest global level of inequality (OECD 2016). 40.8% of its population lives in poverty and 6.7% in extreme poverty. 38% of the population lives with a labor income below the cost of the food basket. In this context Yucatán is located in the economically deprived yet ethnically diverse southeast of Mexico. 28.89% of Yucatan inhabitants are indigenous language speakers, which presents a barrier to commerce with native Spanish speakers. As a result, inequality in this area has a distinct ethnic edge (OECD, 2017; CEPAL, 2018).

2. The need to tackle gender inequalities.

Entrepreneurship in Mexico continues male dominated (GEM, 2019; Canales, Román and Ovando, 2017). However, women are becoming more economically active including in entrepreneurship (Instituto Nacional de las Mujeres 2019). Nonetheless, access to resources, especially relating to human capital development via training is limited.

3. Developing creative economy ecosystems.

A developing policy context and business ecosystem offers a fertile environment to extend our Newton Fund Programme in Yucatán. Rich in traditions and artistic expressions, the cultural and creative industries in Yucatan are extensive (Gobierno del Estado de Yucatán, 2019). Nevertheless, their economic and social impact has not yet been formally captured and the foundations have not been laid to strengthen the sector, hindering the realisation of its full potential.

An ongoing challenge in the region is the inability of small businesses to consolidate and then grow. The economic potential inherent in these businesses to contribute to the regional economy is stymied by a range of factors not least a lack of human capital which, according to the GEM (2018), is preventing the state consolidating one of the best entrepreneurship ecosystems of the world (GEM, 2018).

It's recognized that 44% of artisans don't have sufficient skills to economically progress. There also exists a perception that artisanal production within the cultural industries of the rural areas, are seen as recreational activities rather than an opportunity for economic and social development (González, Carrillo and Gamboa, 2019).

4. Supporting Artisans

UTM's already intervening in entrepreneurial change through a wider set of Mexican Government initiatives, including the Fondo Nacional para el Fomento de las Artesanías (FONART) programme. FONART aimed to develop, promote and enable the commercialisation of products made by vulnerable groups, largely in the rural south of Mexico. In 2014, the handicraft sector alone generated around 12,000 direct and indirect jobs (National Fund for the Promotion of Handicrafts [Fonart], 2014, cited by Jácome, Sosa and Sarmiento, 2018). Currently, the country has a population of over 1.2million artisans, of whom almost 800,000 live below the welfare line (Ministry of Social Development [Sedesol]).

Please describe how your new project will build upon your previous one (including any other relevant information) to extend impact in line with either or both of the impact categories outlined on page 4 of the applicant guidance (under "Overview of the funding opportunity").

The original project sought to undertake a scoping exercise to identify inhibitors to the development of the creative economy in Brazil. Here, colleagues from CU would support knowledge transfer directly via workshops and training. During the project a bigger opportunity was identified, namely to support the creative economy through the use of playful and disruptive business tools, in particular "Sprint".

The proposed impact activity, which builds on another earlier creative economy and social enterprise needs British Council Higher Education Links (BCHEL) programme with UTM (2018), maintains the creative economy focus of our original Newton Fund Professional Engagement and Development Programme project. However, it also widens its scope to explicitly include social enterprises and female entrepreneurship. This follows from the first project's findings that identified a high representation of social enterprises and women entrepreneurs in the creative economy. Our engagement with Instituto Feira Preta, a Black Women's empowerment organisation, supported by British Council Brazil funding, has allowed us to develop more gender-specific and culturally-responsive tools. The soft research in Yucatan as part of the British Council CU and UTM HEL's project offers us the opportunity to extend impact in line with categories of increasing engagement with users, measures to overcome identified barriers to impact, and extending engagement into new user communities. The Brazilian scoping visits as part of CU's original project identified the need for a fun and "disruptive" business planning experience for creative entrepreneurs that would lead to rapid prototyping and in turn would allow new creative economy ideas to be brought to market at low development cost, hence "Sprint". Applying this in a different context in rural and urban Yucatan allows us to co-create a wider, more universal and therefore more impactful approach.

In addition, the involvement of this second iteration of the project through UTM as a public Anchor university situated in deprived neighbourhoods of urban Merida allows us to engage with the impact category of initiating or increasing engagement with impact multipliers and particularly moving research outcomes further along the translation pipeline, or extending the outcomes into the commercial sector. As part of our work with UTM in 2018 (part of the BCHEL programme) we identified pathways to market for student entrepreneur projects. In a similar manner we will also work this time with REACTIVA which is a system for the exchange of knowledge and information.

As additional added value we will connect this project to CU's Creative Spark project with Ukraine where we are developing the tools from the Brazil project into a wider toolkit including policy and ecosystem engagement through further British Council funding. The NFIS funding will allow us to produce toolkits for even more comprehensive ecosystem and policy development.

Please explain how your new project responds to experience and lessons learned through preceding Newton projects. Please include a description of any new research that will be done as part of this project, by whom, and at what institution, including the activities of any associated partners. Please also indicate how the skills and backgrounds of the applicants make them particularly well-suited to successfully undertake this work.

Post project completion comments to funder after our Newton Fund Professional Engagement and Development Programme and British Council Higher Education Links highlighted that our key areas for improvement were continuity of programme and longer project timeline. The NFIS opportunity addresses those needs and with respect to each programme it enables the development of a wider ecosystem and public policy approach to enable the development of the creative economy toolkit produced and its application to a different geography. Its development with a social enterprise and gender lenses extends its breadth.

To enable this we'll:

- (i) produce Spanish language materials of the original Brazil creative economy project and new materials.
- (ii) augment existing material with a social enterprise and gender lens' Our British Council Higher Education Links project with UTM in Yucatan demonstrated that with the support of a civic anchor institution we could increase the reach and uptake of materials. Specifically we propose:
 - (i) 8 briefing workshops with existing networks of women entrepreneurs (1 additional delivery partners briefing)
 - (ii) 8 co-creation workshops to identify new pathways and tools required
 - (iii) Further dissemination through 8 "test and further co-creation workshops" involving expansion of number of participants
 - (iv) 2 café knowledge style ecosystem and public policy development workshops (dissemination) plus 1 delivery partner dissemination.
 - (v) Virtual and physical network production and new impact pathways to impact through Latin American/UK creative economy and social enterprise exchange and link to Coventry UK City of Culture 2021.
 - (vi) Project dissemination and production of gender and ethnicity equality action plans.
 - (vii) The collection of data which will result in a publication targeting an academic audience, i.e. a peer-reviewed publication, that describes the intervention and develops insights that others can use for future projects.

Indicative workplan with milestones covering the entire lifetime of the grant requested.

Feb 2020 i) in-country set-up ii) Brasil proj Spanish lang materials + new mats iii) UK knowl trsfr incldg junior rschr training discussion + link Coventry UK City of Culture 2021 (continues)
April i) Brfng workshops' women ents' + peer-peer networks (conts)
June Initial action entrprnl research quant/qual meths (existing networks) qual café knowledge (new networks) (conts)
Aug i) Co-create wrkshps ii) gender/ethnicity equality plans (conts)
Nov i) Further dissemination thru "test/further co-create" wrkshps, prticipnt nos expansion ii) culturally, gender sensitive/spatially specific technical training (conts)
Jan 21 Café knowl ecosystem/public policy wrkshp
Mar Co-creation wrkshps
June Data clctn
Oct Public policy think-tank
Sept Proj dssmntn/blue print prep/White Paper/journal article/conference dissemination, new impact pathways thru LatAm/UK creative econ/scil entrprse exchnge
Nov Co-create crtve econ/scil entrprse dvlpmnt + support legacy offer
Jan 22 Knowl Cafe 2 UK

3. Innovation-focused projects

Was the original project awarded by Innovate UK? No

4. Pathway to economic development and social welfare

Please outline a plausible pathway between the outcomes of the proposed project and a positive tangible impact within 10 years in the partner country.

Aligned to Newton Fund our objectives:

1. Contribute to poverty reduction
2. Aim for greater sustainable development
3. Improve population welfare

Impact would be economic, social, personal and public policies. Beneficiaries of our project extend nationally to positively impact women in rural areas across the country. Strengthening rural women's skills in Yucatán will reduce the level of extreme poverty of the population. This will be through enriching their activity, empowering rural women to be the engine of social and economic transformation within their own community, motivating other women in similar conditions and involving economic and social actors. Hence, sustainable development will increase and, finally, by designing public policies for this less protected population rarely recognized by governments. Our action research project has a range of 10 years, as a process to empower women beyond the 24 month lifespan of the project and so they can be a reference for other women in similar conditions.

The two Brasil, Mexico and UK conferences will amplify the ODA gains through knowledge transfer from the original contract providing added value. We'll also develop the approaches that we have been piloting to measure social value in local settings to a wider focus on how to manage and drive social value.

The 10 year pathway to change can be achieved through:

- (i) Establishing a stronger and more focused research base on the health and needs of creative economy, social entrepreneurs and female entrepreneurs.
 - (ii) Introducing new tools tailored to the needs of women in different areas of the creative social entrepreneurial economies.
 - (iii) Intervening in public policy to achieve wider ecosystem change.
 - (iv) Supporting the role of UTM as a civic anchor institution. Since 2005 it's had more than 600 incubated projects, more than 1000 jobs generated from those projects including participation in social projects in the most marginalized Yucatán areas.
-

Please identify relevant project stakeholders and beneficiaries, and describe any existing engagement with them.

The key stakeholder beneficiaries include urban but are particularly rural women in Yucatán working in the creative economy with whom we through UTM have extensive engagement although this needs to be more clearly targeted within the context of wider ecosystem support as we have identified above. Action research will continue to identify the bespoke and support needs of this disadvantaged group.

More widely these initiatives will benefit both men and women in the "indigenous" context of Yucatán where Mayan is the native language making commercial trade complex when Spanish is typically required for commerce in Mexico. In addition, the project preserves rural crafts and created a viable revenue stream for workers who might otherwise have no outlet for the products benefiting artisanal and other creative entrepreneurs across all communities.

The research base established will benefit a range of public policy stakeholders, legislators and of course researchers for those more targeted and co-created interventions and a platform for ongoing action research to support.

We'll include participation of public officials from all levels of government, NGOs, indigenous associations, rural associations, banks and business angels.

There will be the presence of consumers, hotels, retailers of handicrafts, as well as representatives of La Casa de las Artesanías de Yucatán. Government sector organization: Secretary of Welfare, Secretary of Economy, Secretary of Labor, Secretary of Sustainable Development, CONEVAL, Government of the State of Yucatán, Mayors of municipalities and Yucatecan Institute of Entrepreneurs.

UTM is itself a civic anchor and amongst the project stakeholders therefore we will continue to engage through University structures to ensure that the importance of creative economy, social enterprise and critically gender based initiatives are recognised.

Please outline how you intend to engage with each of the groups described above in order to maximise positive impact from your project. Indicate how you will measure the impact on these stakeholder groups.

UTM offers a pathway to engagement with stakeholders as a civic anchor institution engaging in the most marginalized areas of Yucatán, not least via participation in the FONART programme to develop, promote and enable commercialisation of products made by vulnerable groups. Additionally, it's successfully targeted women in rural locations by a range of interventions.

Co-creation with community members will underpin all initiatives. Through an exchange of experiences with other rural artisan women, strategies will be transmitted as they've survived and had market success. Via meetings with policy makers, rural women will have knowledge of institutions and associations that support entrepreneurship.

We'll work together with public officials to prepare proposals for public policies aimed at solving problems of marginalization and vulnerability of this population. The strong relationships that we've outlined above with the officials of municipalities facilitate this process.

Practitioners will be engaged through forums and meetings, they'll communicate needs, market trends, business environment, quality requirements, packaging needs, consumption habits, purchase volumes, payment conditions, among other variables necessary to compete in the market.

The same collegiate approach will be used to access researchers using UTM's national networks and wider footprint of CU as it facilitates a Latin American Institute for Transformational Entrepreneurship including the British Council Creative Spark project and peer learning with Urbino University in Italy. Impact will be maximised through invitation to researchers to work together around this project's theme

Government sector organisations will be engaged through our networks, however, most crucially, we'll gather rural women with public officials to be considerate in social programs and also in public economic support for the promotion of social and commercial development.

Please describe the monitoring and evaluation processes that will be applied to your project (in addition to ResearchFish and case study templates) to ensure that you can adequately demonstrate your proposed impact.

In addition to ReserachFish and Case Study templates, this project will use the following means to monitor and evaluate the project

Monitoring and evaluation: Monthly project meetings virtually, looking at the achievement of milestones and taking preventive measures to keep project on track. Further monitoring will also be in the form of evaluation of quality of the co-created materials and a further community wide evaluation through qualitative and quantitative measures.

Evaluation will further be in the form of gathering feedback from the co-creation workshop delegates and the trainers. Also, 2 focus groups including the project team and select delegates from the workshops to study the impact the project has created in developing entrepreneurial skills and increase in the number of women entrepreneurs in the region. Apart from this, impact will also be measured using social media metrics, website hits, invitations to be guest speakers, number of press releases, interviews,

Further impact will also be measured through the publication of research results in the form of journal articles (4), conference papers (6), book chapters (2) and white paper (1).

5. The Collaboration

Would the activity be part of an existing collaboration between the UK and partner country institutions? If so, please describe the previous collaboration, including how you have worked together.

Proposed project builds upon existing links. In 2018, CU and UTM jointly organised the International Forum of Social Innovation and Transformational Entrepreneurship a training event for 745 participants at UTM leading to creation of 13 social enterprises and upskilling participants in social value, design thinking, social business, ToC and collective impact methodologies. CU and UTM have since continued to collaborate on creative industry/social and economic development projects. There's an MoU in place, whereby institutions have committed joint projects, joint publications knowledge exchange and staff exchange. CU and UTM's collaborative efforts aim to utilise research excellence to improve economic and social prospects of vulnerable and marginalised communities. Current joint projects include the development a Latin American Institute for Transformational Entrepreneurship, joint book chapter in "Women's Entrepreneurship and Value creation", and £1M funding application to GCRF Fund.

What roles will the different individuals/institutions/organisations have in this project? In your answer please refer to the value the different individuals/ institutions/organisations will add to the collaboration (with specific reference to their complementary expertise and technical resources).

Our methodology is rooted in co-creation.

Tomlins and Contreras have responsibility for delivering the project and will be responsible for the efficient management of the project and communication strategy with their teams and external stakeholders. They will coordinate weekly to prepare for key milestones with progress meetings to be conducted via videoconference driving the project to successful conclusion and dissemination.

However, co-creation (as above) will drive all tasks throughout. This means that CU and UTM and critically individual project participants will play a joint role in successful project delivery. In practice this means in assessing existing tools, developing new tools, identifying new pathways to change and ecosystem and public policy needs. These will be reviewed and refreshed throughout.

In terms of expertise, Tomlins provides a track record in equalities including in particular ethnicity and gender, community development and community evaluation, social enterprise and creative economy. He has extensive Latin American experience including 3 projects in Brasil and 3 in Mexico including 2 creative economy projects. More widely he wrote part of the successful Coventry UK City fo Culture bid and continues to work on that project includign as a CU champion. He has extensive project management experience. Sukumar adds to that expertise with wider entrepreneurial and ecosytem interests and ICTE at CU where both are based specialises in methods for this to enable transformational change.

Contreras has extensive experience of 14 years in teaching also on academic research, about gender, entrepreneurship, innovation and business women. Experience with marginalized and vulnerable communities. Project leader in social entrepreneurship to rural microentrepreneurs in Yucatan. He has wide experience in design and creation of workshops, training and consulting and elaboration of business plan in the areas of administration, marketing and social development. Valencia has specific gender and community development expertise.

UTM as a local anchor institution provides the reach into communities as a trusted and valued community partner to enable and support gender and wider community involvement and both are committed to long term collaboration including in these social and geographical areas. The project will also benefit from the formal and informal links maintained from the original Brazilian project.

How will the collaboration be managed as an equitable partnership (including with regard to communications)?

As above our methodology is rooted in co-creation.

Tomlins and Contreras have responsibility for delivering the project and will be responsible for the efficient management of the project and communication strategy with their teams and external stakeholders. They will coordinate weekly to prepare for key milestones with progress meetings to be conducted via videoconference driving the project to successful conclusion and dissemination.

We have established a strong working relationship based in equity from the original project.

6. Intellectual Property

Please indicate how IP generated through the project will be managed

The main IP produced will be database stored. This will automatically be protected by copyright and database rights on its creation under UK law. The applicant will work with the IP Commercialisation Office at CU to ensure any IP produced with commercial potential is fully utilised. The IP Office provide a fully integrated approach to maximising research outputs via a managed stage-gate commercialisation process and have a track record of successful adoption and commercialisation of research. Regular applicant updates will enable action to be taken so that the IP generated brings the greatest benefit to the community at large. Research outputs will be reviewed and any commercialisable IP identified recorded on CU's IP management database. Working with the applicant, staff will thoroughly evaluate the IP and put in place a plan to ensure that the IP is effectively commercialised. In Mexico, an ISBN and Certificate of Public Copyright Registration of the Books will be and an ISSN.

7. UK Principal Applicant

Title	Dr
Name	Richard Tomlins
Email address	aa3252@coventry.ac.uk
Position	Assistant Professor

Please indicate how your skills and background as detailed in your attached CV make you particularly well-suited to successfully undertake the project.

Tomlins provides a track record in equalities including in particular ethnicity and gender, community development and community evaluation, social enterprise and creative economy. He has extensive Latin American experience including 3 projects in Brasil and 3 in Mexico including 2 creative economy projects. More widely he wrote part of the successful Coventry UK City fo Culture bid and continues to work on that project including as a CU champion. He has extensive project management experience.

How many hours per month would you dedicate to the proposed NFIS collaboration?

36.00

Please nominate a person in your institution who can deputise for the Principal Applicant if they are unable to lead the UK side of the collaboration for any reason.

Arun Sukumar

Position of named deputy

Associate Professor

Email address of named deputy

ac2780@coventry.ac.uk

8. UK Lead Institution

Institution (please enter the full legal name)

Coventry University

Department

International Centre for Transformational Entrepreneurship (ICTE)

Head of Department (full name)

Professor Gideon Maas

Address

G08 Sir William Lyons Building Room
Gosford Street
Coventry, Warks CV1 5DL

UK nation

England

Type of institution

Research Organisation

8.1 UK Lead Institution - Lead Contact for Grant Administration

Name

Richard Tomlins

Email address

aa3252@coventry.ac.uk

Telephone Number

07974984625

9. Partner Country Principal Applicant

Title	Dr
Name	Rodrigo Alejandro Olivares Contreras
Email address	rodrigo.olivares@utmetropolitana.edu.mx
Telephone number	+52 999 9406100 ext. 2100
Position	Professor - Researcher
Please indicate how your skills and background as detailed in your attached CV make you particularly well-suited to successfully undertake the project.	An extensive experience of 14 years in teaching also on academic research, about gender, entrepreneurship, innovation and business women. Experience with marginalized and vulnerable communities. Project leader in social entrepreneurship to rural microentrepreneurs in Yucatan. Wide experience in design and creation of workshops, training and consulting and elaboration of business plan in the areas of administration, marketing and social development.
How many hours per month do you spend on research related activities?	64.00
How many hours per month would you dedicate to the proposed NFIS collaboration?	32.00
Please nominate a person in your institution who can deputise for the Principal Applicant if they are unable to lead the partner country side of the collaboration for any reason.	Nery Elena Rodríguez Valencia
Position of named deputy	Deputy Director
Email address of named deputy	nery.rodriguez@utmetropolitana.edu.mx

10. Partner Country Lead Institution

Institution (please ensure you enter the full legal name)	UNIVERSIDAD TECNOLOGICA METROPOLITANA
Department	UNIIDE - Unidad de Innovación, Incubación y Desarrollo Empresarial
Head of Department (Full Name)	María Irene Valencia Cervera
Address	Calle 111 núm. 315 x 46 y 48 Col. Santa Rosa CP. Mérida, Yucatán 97279
Partner country	Mexico
Type of institution	Research Organisation

10.1 Partner Country Lead Institution - Lead Contact for Grant Administration

Name	María Irene Valencia Cervera
Email address	irene.valencia@utmetropolitana.edu.mx
Telephone Number	+52 999 9406115 ext. 2101

11. Associated Partners

Country (1)	Brazil
Country (2)	Brazil
Country (3)	Brazil
Country (4)	Brazil
Country (5)	Brazil
Country (6)	Brazil
Country (7)	Brazil
Country (8)	Brazil

12. Research governance and ethics

Please describe how you will ensure that the activity will be carried out to the highest standards of ethics and research integrity in line with the legal requirements of both the UK and the partner country.

We can confirm that the project will take place within the ethical frameworks established both by Coventry University and UTM. At Coventry, all research requires ethical clearance provided by a panel of experts after review of any proposed activities. Furthermore, all off-site work needs to be fully risk-assessed and approved, with additional requirements imposed for working overseas. All university employees are required to undertake training in areas such as health and safety, data protection, diversity in the workplace and bribery.

The project team comprise experienced researchers who are aware of ethical issues as they relate to research (e.g. informed consent, right to withdraw, anonymity, avoidance of harm and respect for potential or enrolled participants). The entire programme is designed to benefit the economically disadvantaged whereby we are keenly aware that the project will only work with their full and free participation and contribution. The aim is to work together with UTM as a full partner, and with the participants on the ground in a spirit of cooperation and collaboration.

To ensure the project runs smoothly and to avoid potential conflicts key responsibilities between partners will be determined at the outset, as well as regular project briefings established. An anonymous feedback mechanism will be created (e.g. online form) so that participants will be able to voice any concerns in the knowledge that their views will be received anonymously.

Please describe how potential ethical and health and safety issues arising as part of this collaboration have been considered and how they will be addressed.

In addition to the ethics scetion above both CU and UTM have robust and consistently applied health and safety risk management which includes the identification of risk across a serious of categories and then control measures to mitigate that risk.

At present this is flagging no risks that cannot be mitigated however it will be refreshed on a monthly basis. More materially UTM as a civic anchor institution will be able to provide updates in real time and mitigation measures.

Please provide a Gender Equality Statement. This statement must outline how you have taken meaningful yet proportionate consideration as to how the project will contribute to reducing gender inequalities, as required under the International Development (Gender Equality) Act.

The project is targeted on women in predominantly rural communities that experience high levels of inequality and involves consideration of and action to address those inequalities including cultural and social barriers. Impact would be economic, social, personal and public policies. Beneficiaries of our project extend nationally designed to positively impact women in rural areas across the country. Strengthening rural women's skills in Yucatán will reduce the level of extreme poverty of the population. This will be through enriching their activity, empowering rural women to be the engine of social and economic transformation within their own community, motivating other women in similar conditions and involving economic and social actors. Hence, sustainable development will increase and, finally, by designing public policies for this less protected population rarely recognized by governments. Our action research project has a range of 10 years, as a process to empower women beyond the 24 month lifespan of the project and so they can be a reference for other women in similar conditions.

Human Participation

Yes - I confirm that all necessary permission certificates from the relevant local ethical review committee/authorities in the UK and the partner country will be obtained in advance of the activity commencing

-
1. Would the project involve the use of human subjects? = Yes
 - 1.1. If yes, would equal numbers of males and females be used? (if you answered 'no' to question 1, please also answer 'no' here) = No
 2. Would the project involve the use of human tissue? = No
 3. Would the project involve the use of biological samples? = No
 4. Would the project involve the administration of drugs, chemical agents or vaccines to humans? = No
 5. Will personal information be used? = Yes
 - 5.1. If yes, will the information be anonymised and unlinked? (if you answered 'no' to question 5, please also answer 'no' here) = Yes
 - 5.2. Or will it be anonymised and linked? (if you answered 'no' to question 5, please also answer 'no' here) = No
 - 5.3. Will the research participants be identifiable? (if you answered 'no' to question 5, please also answer 'no' here) = No

Please provide details of any areas of substantial or moderate severity:

The research is targeted, albeit not exclusively, on female entrepreneurs therefore more women than men will be part of the research sample.

Please upload a supporting letter as detailed in section 9.2 of the applicant guidelines

https://s3.amazonaws.com/files.formstack.com/uploads/3508918/80061652/541140620/80061652_utm_letter_of_nfis.pdf

Animal Research

No

Please provide details of any areas which are Moderate or Severe:

None

Genetic and biological risk	No
Arms/Military Research (including dual use technologies or goods)	No
Are there ethical implications arising from the proposed research?	No

13. Budget request

Staff costs (UK)	0
Staff costs (Partner Country)	17600
Justification - staff costs (UK)	The staff costs are listed in the direct allocated costs
Justification - staff costs (Partner Country)	Mexican PI will be supported by one 1 FTE research assistant over the duration of the project. Their role will be to support the PI in the management and coordination of the research project, focusing on interview data collection and analysis as well as transcribing and drafting reports for the PI in advance of finalizing.
Directly incurred costs (UK)	0
Directly incurred costs (Partner Country)	0
Justification - directly incurred costs (UK)	NA
Justification - directly incurred costs (Partner Country)	NA
Travel and subsistence costs (UK)	32540
Travel and subsistence costs (Partner Country)	7704
Justification - travel and subsistence costs (Partner Country)	Travel & Subsistence - £32,550 Costs have been allocated to the Coventry Team for the following: Year 1 there will be 4 trips (PI) and 3 trips (Co-PI) to Merida, Mexico to focus on project coordination and delivery for workshops in 4 localities in the Yucatan region. Flights 1450pp, accommodation and subsistence £120p pn for 6 nights per trip, each trip will cost £2170. Total: 15190. Year 2 there are 4 trips to Mexico focussing on further delivery of workshops in two more localities and in participation of knowledge exchange café and a public policy development think-tank. The PI and the Co-PI will undertake 4 trips with lights £1450 pp, accommodation and subsistence £120pp for 6 nights, each trip costing £2170. Total cost for 4 trips £17,360.

Justification - travel and subsistence costs (UK)	<p>Three trips are planned by the Mexican Team to UK. Year 1 will have one trip, (PI and CO-PI), Flights 1450 1pp, accommodation and subsistence, 155 pn. Total for trip. 3210.</p> <p>Year 2 will have two trips to UK, 1 knowledge research cafe and 1 dissemination workshop. 2 from Mexican team will come over to UK, total cost for 2 trips at £3210 per trip is £6420. At 80% of fEC, the total cost is £7704</p>
Directly allocated costs (UK)	30855
Directly allocated costs (Partner Country)	41920
Justification - directly allocated costs (UK)	<p>Richard Tomlins, ICTE, will be PI on this project at 0.2 FTE (£12,147). His role on the project is to provide overall strategic guidance for the project, engaging with international co-investigators and action as lead for the communications and outputs of the project. Co-PI Arun Sukumar, ICTE, 0.2 FTE (£18,707) will undertake project development, innovation activities, data collection as well data management control on the project. Both PI and Co-PI will also be involved in the delivery of co-creation workshops.</p>
Justification - directly allocated costs (Partner Country)	<p>PhD. Rodrigo Olivares Contreras (0.3 FTE) has been a full-time professor and researcher for 14 years at the UTM. His research expertise is in gender, women entrepreneurs, innovation and entrepreneurship (£18,000). Nery Elena Rodríguez Valencia (0.4), Full-time professor at Universidad Tecnológica Metropolitana, commissioned since 2014 to the Unidad de Incubación, Innovación y Desarrollo Empresarial (UNIIDE) where she has specialized in Social Entrepreneurship (£15,000). Karina González Herrera, full-time professor (0.1 FTE), specializes in Women entrepreneurship and in project management (£5,000). Nora Sarai Carrillo Bermejo (0.4 FTE), Co-PI is expert in entrepreneurial skills development among youth and has extensively worked with marginalized communities in the Yucatan Region (£,14,400). The PI will provide strategic guidance for the Project, while Co-PIs will bring in specific expertise related to empowerment, women entrepreneurship, creative economy and research Project ma</p>
Estates and indirect costs (UK)	36258
Estates and indirect costs (Partner Country)	20437

Justification - estates and indirect costs (UK) The costs are in relation to the delivery of 24 co-creation workshops over 6 localities in Yucatan Province, 1 policy development think tank and 1 research exchange cafe in Mexico. The cost will also involve delivery of 2 workshops and 1 research exchange cafe in UK. Both PI and Co-PI will be involved in the design and delivery of workshops, they will also be involved in the design of search instruments and in the data collection activities. The PI will be also be taking lead in the management of the project.

Justification - estates and indirect costs (Partner Country) 25 engagement activities are planned in the project. The estate costs are involved in the delivery of the workshops and the academic input required to design, deliver , evaluate the sessions and the in the execution of the whole project. PI and Co-PIs will be involved networking with local population, involve in translation of materials, and in embedding the workshops to the local context. They will also be instrumental in design of materials and delivery in different localities in Yucatan region. Cost also covers venue hire for workshops and

Other costs (UK) 0

Other costs (Partner Country) 10101

Justification - other costs (UK) The costs for these are in the partner sections

Justification - other costs (Partner Country) For this project, the following are further required,
 1X Camera Canon EOS Rebel T (£400), 3X Computer LENOVO YOGA C930 2-in-1 13.9" 4K Ultra HD touch screen IntelCore i7 16Gb (£2880), 2X Tripe for camera (£64), 5X Tablet yoga 3 STLE (800), 2X White Screen. Pyle PRJTP42 Display for Video Projector, Foldable and Rolling Easily, Tripod Style, 101.6 cm (£320), 2X Proyector BenQ SVGA 3600 Lumens 800x600 (MS 550) (£480), 2X Reporter Recorder SONY 4Gb (£64), 3X Electric extension cable (£52), Stationary costs (£1440), Fuel Costs to travel to remote locations (£240), The project also includes communication costs, Publications £2,080
 Public Engagement events £640
 Interpreters & Translation £640

Total funding requested (UK) 99653

Total funding requested (Partner Country) 97762

14. Funds requested from other sources

(A) Additional funding source 0

(A) Total amount requested 1

(B) Additional funding source 0

(B) Total amount requested	1
(C) Additional funding source	0
(C) Total amount requested	1

15. Additional Information

Please use the space below to include any additional information that you feel is relevant to your proposal but not covered elsewhere in the application form.

None

16. Assessment of the NFIS proposal

Please indicate which of the following Review Panels is the most appropriate to assess your proposal.

Social Sciences Review Panel

Social Sciences Review Panel

Social Sciences Review Panel	Development studies
Social Sciences Review Panel	Geography
Social Sciences Review Panel	Innovation
Other Social Sciences (please specify)	Entrepreneurship

17. Supporting documents

CV for the UK Principal Applicant (maximum 3 sides of A4)	https://s3.amazonaws.com/files.formstack.com/uploads/3508918/79539300/541140620/79539300_richard_tomlins_cv.docx.pdf
CV for the Partner Country Principal Applicant (maximum 3 sides of A4)	https://s3.amazonaws.com/files.formstack.com/uploads/3508918/79539301/541140620/79539301_cv_ingles_rodrigo_olivares_c.pdf
Detailed budget request (using the template provided on the NFIS website)	https://s3.amazonaws.com/files.formstack.com/uploads/3508918/79539302/541140620/79539302_mexico-costing-final.xlsx
Signed letter of support from the Head of Department (or equivalent) of the UK Lead Institution	https://s3.amazonaws.com/files.formstack.com/uploads/3508918/79539303/541140620/79539303_cu_support_letter.docx
Signed letter of support from the Head of Department (or equivalent) of the Partner Country Lead Institution	https://s3.amazonaws.com/files.formstack.com/uploads/3508918/79539304/541140620/79539304_utm_letter_of_nfis.pdf

18. Pre-submission confirmation

Have you obtained permission to submit this application on behalf of the UK and partner country institutions? Yes

Both the UK and Partner Country Principal Applicants and their home institutions have the professional resources, competencies and qualifications necessary to complete the proposed action. I confirm the above

Neither the UK Principal Applicant's nor the Partner Country Principal Applicant's home institution are bankrupt, being wound up, or having their affairs administered by the courts. I confirm the above

Neither the UK Principal Applicant's nor the Partner Country Principal Applicant's home institution have entered into an arrangement with creditors or suspended business activities, or have any analogous situation arising from a similar procedure provided for by national legislation or regulations. I confirm the above

Neither the UK Principal Applicant nor the Partner Country Principal Applicant are guilty of grave professional misconduct proven by any means which the contracting authority can justify. I confirm the above

Neither the UK Principal Applicant nor the Partner Country Principal Applicant have been the subject of a judgement which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the British Council or partner organisations' financial interests. I confirm the above

Neither the UK Principal Applicant nor the Partner Country Principal Applicant are guilty of misrepresentation in supplying the information required as a condition for participation in the grant award procedure or of failure to supply this information. I confirm the above

Does the UK Freedom of Information Act apply to your organisation? Yes

Before continuing, please confirm that you have read and understood the above notice. I confirm that I have read and understood the above notice.

19. DATA PROTECTION:

Please tick this box to confirm that you are willing for the British Council to share your information with partner organisations for the purpose of this funding application (please note; if you do not agree to this we may not be able to consider your application for funding). I am willing for my information passed on to British Council partner organisations for the purpose of this funding application

The British Council and UKRI wishes to publish information on successful applications (including the summary provided on the first page of this form) on their website, in promotional materials disseminated through any medium, and in reports and documents. The British Council will not publish personal details on their website or via other media without prior permission. I agree to my information being put on the British Council website
