
**JOIN US.
BUILD YOUR SUCCESS
ON OUR EXPERIENCE**

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**PARTNERSHIPS
AND BUSINESS
DEVELOPMENT**

**BUILD YOUR SUCCESS
ON OUR EXPERIENCE**

**EVERY DAY, WE HELP
THOUSANDS OF
ORGANISATIONS ACHIEVE
THEIR STRATEGIC
OBJECTIVES IN OVER 100
MARKETS WORLDWIDE.**

**THE BRITISH COUNCIL
IS A GLOBAL BRAND –
AND A TRUSTED BRAND.**

**WE HAVE BEEN BUILDING
TRUST AND OPPORTUNITY
WORLDWIDE FOR NEARLY
80 YEARS.**

WHAT WE DO

We are recognised as the world's leading cultural relations organisation. Our annual turnover is over £700m, making us the UK's largest charity.

Through our work in education, the arts and English, we make a real difference to the lives of millions of people in the UK and around the world. Our 7,000 staff work in over 100 countries, from Afghanistan to Zimbabwe. Their work touches the lives of almost 600 million people every year.

Every day, we deliver:

- + Art exhibitions
- + Conferences
- + Curriculum reform
- + Educational visits
- + English language teaching
- + Examinations
- + Policy seminars
- + Professional development
- + Training events
- + Youth exchanges and much more...



£738m

ANNUAL TURNOVER
2011 – 2012



7,000

EMPLOYEES
WORLDWIDE



110

COUNTRY
OPERATIONS



580m

PEOPLE REACHED
2011 – 2012

HOW WE DO IT

Meeting face to face and forging personal relationships has always been at the heart of what we do. We complement this with dynamic and expanding digital engagement that reaches over 73 million people every year.

Our impact evaluation of community, cultural and educational programmes is world leading. Our measures show that 95% of participants surveyed report significant levels of impact on their personal and institutional development, and our Net Promoter Score of 58 ranks us among the most recommended brands in the world.

Every day, we build trust and opportunity with and for thousands of:

- + Artists
- + Business leaders
- + Community leaders
- + Educators
- + Journalists
- + Learners
- + Ministers
- + Scientists
- + Sportspeople
- + Youth leaders
- and many more...



73.3m

UNIQUE DIGITAL
USERS (2011 – 2012)



58

NET PROMOTER SCORE,
EXCELLENT (2011 – 2012)

**WE ARE A UNIQUE
ORGANISATION BUILDING
TRUST AND OPPORTUNITY
FOR HUNDREDS OF MILLIONS
OF PEOPLE WORLDWIDE.**

WHAT WE OFFER

- + A globally trusted brand, valued at £300m by Interbrand
- + An audience of almost 600m people every year
- + Staff with deep knowledge of the cultures and countries in which they live and work
- + Expertise in education, the arts and English
- + A homogenous business infrastructure with highly capable delivery capacity
- + One of the most recommended brands in the world – with a Net Promoter Score of 58
- + Close working relationships with over 15,000 government, business and social leaders around the world



£300m

VALUE OF OUR BRAND



15,390

SENIOR GOVERNMENT,
BUSINESS AND SOCIAL
LEADERS WE WORKED
WITH IN 2011 – 2012

**WE HAVE THE RELATIONSHIPS,
CAPABILITY AND KNOWLEDGE
TO HELP YOU REACH THE
PEOPLE WHO MATTER TO YOU.**

FIVE THINGS WE CAN DO FOR YOU



Market Presence

We are on the ground where it matters, in emerging and mature markets. We are experienced in developing high-profile campaigns, reaching millions both face to face and through the media.



Thought Leadership and Convening Power

We work across public, private and third sectors, in the UK and worldwide. This puts us in a unique position to facilitate discussions and develop new thinking, finding innovative solutions to the challenges of the day.



Business Development

Our professional staff are ready to work with you to develop your business, building on our market knowledge and sector expertise.



Workforce Engagement

Our work reaches almost 600m people every year. Our capacity to deliver on the ground means we can work with you to develop inspiring and relevant engagement programmes for current and future employees.



Corporate Responsibility

We are the UK's largest charity. Our charitable objects span education, the arts, English and intercultural dialogue. We look to work with ambitious partners who share these objectives.

WHAT PARTNERS SAY ABOUT US

Microsoft

“The British Council is a truly excellent partner for Microsoft’s global education programs. Since we signed an Education Alliance Agreement with them, I have been most impressed by the quality and pace of projects such as Badiliko, our joint programme to improve education and ICT skills in African schools.”

Anthony Salcito

Vice President, Microsoft Education
World Ahead Program



“LRQA has benefited from working closely with The British Council on a number of programs over the last three years. This relationship has helped LRQA gain access to new networks and communication channels, previously difficult to access, which have significantly enhanced LRQA’s brand equity in new sectors.”

Simon Batters

Vice President, LRQA
Japan and Korea



“Our worldwide collaboration is very powerful and together we are helping millions of people to improve their language and digital literacy skills and prepare for the 21st century knowledge economy.”

John Davies

Vice President, Sales and Marketing Group
General Manager
Intel World Ahead Program



“Our partnership with the British Council is about developing potential – the potential that Tullow sees around it in Africa every day. Developing local talent for the oil industry makes good business sense for us, and it makes sense for oil-producing countries to develop talent beyond oil.”

Aidan Heavey

CEO, Tullow Oil Plc



“The British Council is a partner we really value and trust. On the ground, around the world, they have access, contacts and people to make things happen.”

Richard Scudamore

CEO, Premier League

HSBC 

KIDS READ
**NORTH AFRICA,
MIDDLE EAST
& PAKISTAN** 

Our HSBC-backed reading programme is helping 25,000 primary school children across 13 countries develop good reading habits through access to storytelling.



**SCHOLARSHIP
AND SKILLS**
AFRICA 

Our partnership with Tullow Oil is developing the future workforce in Sub-Saharan Africa through a £9m scholarship scheme.



**ACCESS ENGLISH
WORLDWIDE** 

We are working with Intel to support English language education in 100 countries by placing 100 million PCs and devices featuring British Council LearnEnglish content in classrooms and homes.

Microsoft

BADILIKO
AFRICA 

Badiliko is delivering digital access for schools, teachers and pupils in six countries in Africa.



**PREMIER SKILLS
WORLDWIDE** 

Our partnership with the Premier League has seen more than 1,500 coaches trained, over 300,000 young people reached and over one million football-focused English language materials distributed globally.

PRUDENTIAL

Standard
Chartered
渣打銀行

博然
思维

BRUNSWICK

SWIRE
太古

HSBC 汇丰 NORTON ROSE

BURBERRY JAGUAR LAND ROVER

DIAGEO IELTS IHG

**UK NOW
CHINA** 

The biggest ever festival of British arts and creative industries held in China, the UK Now project, which the British Council is managing and delivering on behalf of a group of private sector Founder Sponsors, features hundreds of world-class events in 17 cities across the country.

LRQA UK
Business Assurance

**E-IDEA
ACROSS ASIA** 

Lloyds Register Quality Assurance partners with us to find, support and mentor young eco-entrepreneurs in seven countries across the Asia-Pacific region with projects to make their communities more sustainable.