

## Bristol International Ambassadors – Nomination Form, June 2019

### What is an International Ambassador?

Bristol International Ambassadors will use their international expertise and relationships to increase Bristol's cultural, political and economic presence on the world stage. They will promote Bristol's shared story to attract trade, investment, research, educational bridges, visitors, collaboration on policy and technical exchange. Overall, these different types of prosperity will contribute to Bristol's vision of happier, healthier and fairer lives for everyone.

The current Ambassadors are

### Selection criteria:

- Be Bristol-based with strong and active existing international connections
- Travel internationally at least four times per year
- To recruit 3 Ambassadors a year with 1 Ambassador from the business community and 1 with a profile related to sport or culture. Within the group of 3 Ambassadors, 1 should represent one of Bristol's populations of international heritage
- Across the three Ambassadors, consideration will be given to their geographical links and business sectors and specialisms, so our priority regions and cities are included, and there is complementarity across all Ambassadors.

### Milestones (as agreed during March International Strategy (ISB) Board):

- ISB Board Members to make nominations by 19 June 2019 ahead of the 25 June Board meeting
- Nominations to be circulated to all Board Members and discussed and agreed at 25 June Board meeting
- 2020 ambassadors to be announced at the next State of the City address on 16 October 2019.

Name of Nominee	
Title and organisation of Nominee	
Name of ISB member making nomination	
Reasons for nomination in line with the above criteria	

Please send to [International@Bristol.gov.uk](mailto:International@Bristol.gov.uk) by 19 June 2019.

## **Annex 2: Bristol International Ambassadors roles and responsibilities (October 2018, amended March 2019)**

### **Purpose:**

Bristol is an international city and has a growing international reputation as a sustainable, innovative and culturally diverse place, winning national polls for being the UK's most liveable city, European awards for our green credentials and, in China, for our innovation. We are one of the top ten most visited cities by international and domestic tourists in the UK, have the strongest regional market in the UK, world leading universities and business incubator hubs.

However, like all cities, we have our challenges. The city's success does not reach everyone living here and brings some difficult issues, such as inequality, a higher cost of living, traffic congestion and an acute shortage of homes. Our international work will support the city in addressing some of these challenges.

A selected group of Bristol International Ambassadors will use their expertise and relationships to increase Bristol's cultural, political and economic presence on the world stage. They will promote Bristol's shared story to attract trade, investment, research, educational bridges, visitors, collaboration on policy and technical exchange. Overall, these different types of prosperity will contribute to Bristol's vision of happier, healthier and fairer lives for everyone.

Bristol's International Ambassadors will encourage people to consider living, working, studying, investing in and visiting Bristol, as well as helping to grow global citizens that benefit from and contribute to Bristol's internationalisation and appreciate the international communities in the city.

### **Role:**

- To understand the key agencies in Bristol with international responsibilities and their delivery roles
- To provide international representation for the city overseas within a priority sector or country
- To promote the Bristol story and brand – its character, strengths and interests – to contribute to the perception and reputation of the city and open up opportunities
- To help to develop international partnerships and help to identify opportunities for trade, investment, cultural and education links, tourism and best practice exchange
- Use the International Ambassadors and Alumni networks and the city's International Programme Board to link back to the city and ensure actions are followed up on by relevant partners in the city including Bristol City Council, and relevant partners across the tourism, business, culture, education and community sectors
- Take part in specific activities within the city that will help grow global citizens so people feel they benefit from Bristol's internationalisation and appreciate and encourage the cultural diversity of our city

### **Considerations:**

1. This is a voluntary and unpaid role.

2. The Ambassadors will be sector-based, rather than country-based, although there is a need to be flexible as the programme develops.
3. The International Ambassadors programme will have no dedicated funding. Therefore, it relies on maximising existing international and local opportunities. This could be accepting invitations to speak at conferences, meeting with sponsored international visits and delegations and participating in cultural activities happening in the city.
4. The role is for an initial 12 months, with the option to extend the agreement on a rolling 12-month period if both parties are in agreement.
5. The role must not be used to comment on political issues.
6. The role must not be used to further private business interests.
7. The Ambassadors must notify the Council of any potential conflicts of interest in relation to attending a particular event.
8. The Ambassadors must not bring **the city** into disrepute.