

CAMPAIGN - TOTAL BAN ON LEAD IN EUROPE

CALL FOR TENDER

In 2023 & 2024, Birdlife Europe & Central Asia will run a European campaign for the ban on lead in ammunition and fishing weights. Different tools will be created to raise awareness, to campaign and to put pressure on decision makers at national and EU level.

This tender concerns the campaigning website, the branding and related social media/campaigning tools. We have divided it into sections for more clarity. The applicants must be able to deliver each section for applying (an exception can be made for section B as it is still in reflexion).

A maximum set budget is provided for the full tender. The applicants will provide a quote detailing the price for each section and will ensure that the full quote respect the budget limit. The final commissioned work will be decided with the selected contractor based on the quote and propositions (some section might change due to budget limitations).

BirdLife Europe & Central Asia assures the coordination and the coherence of the full campaign.

Specificities of the tender

- 1) For funding reasons, 100% of the validated quotes will be paid in advance (before end of 2022). **A first part of the work commissioned must be done before December 2022 and the finalization for earlier 2023.** Some additional content might be scheduled for 2023 (or possibly early 2024 for some specific tasks).

Therefore, in addition to the quote, we will sign a contract with selected applicant, detailing the outputs required with expected delivery times.

- 2) BirdLife Europe & Central Asia works with a partnership of 44 national environmental NGOs throughout Europe and Central Asia. The content produced will be used by the partnership and other NGOs that might join the campaign at some point.

Therefore, **the visuals & branding must be able to be translated** by the agency and/or by ourselves. The agency will provide graphic design files with editable text – the other layers can be flattened, except for the graphics that might move due to translation.

The contractors must also grant us **the right to use the visuals throughout all partnership channels, but only for the campaign purposes** (the creations won't be used for other purposes without agreement and related additional budget for the contractor).

What we are expecting with your application

The applicant will submit:

- 1) A detailed quote with separate budget projection for each section
- 2) Relevant examples of previous work
- 3) A short explanation of point 1 and 2 (if needed)
- 4) The list of external contractors/freelancers the applicant wishes to work with for each section (if the applicant outsources a part of the work)

Contact & Application

To submit applications (or for any questions): Julien.bacus@birdlife.org & Eleanor.Burke@rspb.org.uk

Deadline for applications: 01 July 2022

Context of the campaign

Lead is a neurotoxic material that affects the nervous system of humans and animals. **There is no level of exposure to lead that is known to be without harmful effects** (*World Health Organization*).

Lead accumulates in the body by inhalation and ingestion. It damages the brain, nervous system and high exposure can be deadly.

For this reason, lead was banned in Europe from interior paints (from 1909 in the first countries), from vehicles gas (1987), from PVC (2020) and finally from ammunition used for hunting in wetlands (2020).

In 2023 & 2024, European Union & UK government will vote to ban lead used in fishing weights and in ammunition (used for hunting and sport-shooting). Those hobbies are particularly harmful for biodiversity due to the huge amount of lead that they release in the environment without control (**100 000 tons of lead each year throughout Europe**).

BirdLife Europe & Central Asia is particularly concerned about this issue due to the impact on birds: **135 000 000 birds are at risk**. Birds ingest lead when they grab the soil for food, or when they eat small game meat shot with lead ammunition. **The ingestion of a single lead gunshot is enough to kill a small waterbird**.

Although the scientific evidence of toxicity of lead is known and the risk is assessed for humans and animals, the ban of lead ammunition is not a done deal. It is expected that the EU political process will face a huge lobbying effort from hunting organizations and sport shooting federation & International Olympic Committee.

In addition, the broad audience/public lack of understanding lead off the issue: the big stories about lead in products we were using everyday are 30 years old now, and lead contamination is invisible if not looked for directly.

The campaign will raise awareness to a broad audience, making popular science, and bring understanding of the EU political process just enough to allow people to understand that this is a unique opportunity to avoid any release of toxic materials in environment. It will also have to address the problem to different expert people, including stakeholders (Olympic games, sport lovers, environmental agencies) and MEPs.

TENDER: Campaigning website & branding

MAXIMUM BUDGET: 15,000 – 20,000 € (tax. Included)

AGENDA: first online version of the website for November 2022. The rest for Jan-Mar 2023 the latest. For campaigning content, first contents for end 2022. The rest to be defined with contractor.

A. Campaigning website

The campaigning website will be the core of our campaign. It will provide scientific information and facts about lead and the consequences (human health, animals, environment), targeting a broad audience and calling for action (signing up an international petition and fundraising).

The structure of the website will be quite simple. To give an idea of the structure and user journey for the website, it will be between our bioenergy blog (www.eubioenergy.com) and more simple campaigning websites (<https://www.restorenature.eu/en> and <https://together4forests.eu/>)

Three main parts of the website:

1. The main pages that will stay fixed: homepage, a general page on lead, one dedicated page by topic and/or by consequences (fishing weight, lead in hunting, lead in sport shooting and/or consequences for health, animals & environment), FAQ, Documentary section, contact.
2. A blog part allowing us to publish articles on the website during the full campaign, with possibility to select articles by tags (countries/categories).
3. A page to implement the iframe/code of the petition/action/fundraising (provided from another tender)

The website will have to be responsive and multilingual. The contractor will implement the first language and will give us a price by language implementation (we provide the translations). We also need to be able to implement the translation by ourselves and to add new pages if needed.

We are used to WordPress environment and the flexibility it gives us to modify content when needed. The applicant can propose to create a WordPress theme, to modify an existing one or to work with another CMS giving us the same flexibility.

B. Interactive page/game “Unveil the lead” (only the technical part)

As a part of the website (or on external link), we are considering to have an interactive page/little game to invite people to reveal the lead in pictures/illustrations showing landscape scene with people and animals.

With the mouse or the finger, the visitors can search with a “X-ray scan” or with a “metal detector” on the pictures to unveil/reveal the lead. For each discovery (lead bullets or residue), a pop-up section will appear with some explanations on how lead went there.

It must be simple but funny and interactive. Technically, it probably can be made in html5: we only need the background image with some little animation, and some visuals that appears when lead is found, with sound effects when we approach to lead.

We might have 3 to 5 different “scenes”, all working on the same principle.

We only need in the quote a price to set up technically the concept in the website and a price by scene implementation. The visuals will be provided.

NOTE: an additional budget is available for the creation of the visuals of the game. It will be used to hire an illustrator or it will be given to the selected agency of this tender, depending on the graphic approach.

C. Branding

We need a simple and catchy branding, giving us flexibility to create content for social media for 2 years. The branding will be mainly linked to the campaigning website, as it is the core of our campaign.

Specific request:

- 3 to 5 Infographics (with graphic design/illustrations) illustrating the pathways of lead (from the gun to the plate/bird stomach/environment) and some relevant data.
- Eventually, 1 main visual to have an overview on the problem.
- Simple infographics for data visualisation

The branding work must include:

- the banners for the pages and general layout of the website,
- an identification of the campaign (logo, work/reflexion on the name #BanLead or other #),
- one pictogram to identify each topic (fishing weight, hunting, sport-shooting) – or other proposal,
- a bunch of pictures / landscape views to illustrate each topic with proper editing for visual coherence,
- a design for data visualisation,
- any other needed simple graphics to illustrate specific point/data on the website
- ready-to-use social media content for public awareness

The branding may also include:

- Some animated content, motion design work, small video caps to illustrate each topic.

We will provide the text contents for the website and additional relevant on-site pictures/visuals.

D. Campaigning content

In addition to the branding, we need specific campaigning material to go on campaign at the right moment during the policy process (in 2023 or 2024).

This part of the tender is mainly focused on Olympic games/sport-shooting, as the hunting and fishing part will mainly works with the branding content.

Our main/core idea is to ask to athletes to be part of the campaign and to talk face camera in some catchy video spots about lead and values in Olympics games. The agency will build the main video / the first athletes interviews (we must be able to decline the content by ourselves to cover all EU countries, and to produce more video with national athletes).

The visual approach must work with the website and will be declined by the agency in social media materials (visuals, banners, small videos). It must be simple, straight to the point, broad audience targeted and easy to translate/reproduce in multiple languages.

Other proposals are possible for this section. The final direction for this campaign will be defined in cooperation between BirdLife and the contractor.

NOTE: this section will be produced later as the content will depend on political agenda and stakeholders positions.