

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 petition & mailing tools that will be included on a campaigning website and on partners websites (iframe). We have divided it into sections for more clarity. The applicants must be able to deliver each section for applying.

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: Petition & Mailing tool

MAXIMUM BUDGET: 7,000 – 11,000 €

AGENDA: Main petition in English for November 2022 the latest. Translation and iframe for Jan 2023. Mailing action probably not before September 2023.

A. Multilanguage petition with iframe implementations

The petition will be included in the campaigning website, in multiple languages, and on all partners websites. We need a unique counter of all the subscribers (wherever they signed) but separate mailing list for each website implementation. We also need to be able to separate people that signed from EU countries, from UK, and from non-EU countries (to deliver the petition to MEPs and government).

This must be included in the form:

- Name
- Country of residence (list of world countries and the possibility to sort them by EU & non-EU countries back-end)
- Email address
- “Keep me informed” (granting us to contact them further)

The subscribing process needs a double opt-in option and the ability for us to keep their email address (one mailing list by iframe implementation).

After signing, the tool will propose to the subscriber to fundraise the campaign (see section C).

B. Mailing action: contact your MEPs / Government / Specific stakeholders (multilanguage)

We would like to allow people to send automatic email to their representative. Basically it will be a form with a drop down menu to choose which country/representatives they want to contact, and a message proposal.

This will be set-up later in the political process (during 2023 or 2024) when stakeholders and MEPs position will be known.

The applicant will submit a price by mailing action and/or a price for the first one (to set-up the code) and a price for each new action based on the same principle (which will reuse exactly the same code/process with a different text for the mailing and different recipients).

C. Fundraising

In addition to the petition, we would like to be able to ask donations for the campaign, from people that sign up the petition. This might simply be outsourced on an existing platform, but the iframe / form must include the proposal for donation and the link to the relevant page.

The applicant will submit a price to set up this option on the iframe and to set up the options on the existing external fundraising tool/online platform that (s)he will propose to use.