

Ripple Challenge 2020
“Turning the Plastic Tide”

PROCUREMENT BRIEF

Client

The client for this work is the **SeaScapes Partnership** hosted by Durham County Council and supported by the Water Hub and the Heritage Coast Partnerships.

Objectives of Brief

The client wishes to appoint creative consultants to develop and design a marketing concept to promote the *Ripple 2020 Innovation Challenge* to their target audience in the North East of England.

Scope of the Brief

The Marine Conservation Society (MCS) launched its Beachwatch programme in 1994. To date, the beach cleans around the British Isles have removed over 11 million pieces of litter, of which around 30% of beach litter can be directly sourced to the public.

In 2020, over 100 beach cleans were carried out along the Durham Coast resulting in over 1100 bags of litter collected, ranging from plastic bottles, cans and fishing nets.

Data shows that 80% of beach litter comes from our rivers, yet most effort and resource is focussed on removing it only once it has reached our beaches.

The challenge to protect our water and wildlife is a huge undertaking. Sustaining this activity requires a different approach to managing litter, particularly plastics.

Therefore, solutions are required to address the issue of how and where to better our efforts and how to measure these interventions. The SeaScapes Partnership needs help with a creative digital campaign to get the word out to the key entrepreneurs and innovators we seek to collaborate with to solve this challenge. As a result, we are seeking applications for an innovative and creative promotion campaign from concept experts worth an initial award of £1,000 (for the idea) with a follow up delivery commission of up to £4,000.

An original challenge was due to be launched in March 2020 at The Water Hub's *Ripple 2020* event that was postponed due to the COVID19 restrictions. This event would have brought together water industry innovators, individuals, agencies and businesses (our target audience) to help with solutions for stemming the flow of plastic litter, which ends up on our beaches.

Components

The project has been split into stages 1 and 2.

Stage 1 of this process is to create a concept for use online to be presented to the client.

The challenge at this stage of the process is to develop a vision of how the *Ripple 2020* challenge **can** be presented to the target audience.

The initial concept needs to be provocative, motivational and inspiring. *The successful idea (and its applicant) will then progress to stage 2 of the process.*

The client will take an openminded approach to any suggestions and ideas from our creative community and are keen that submissions provoke and inspire participation.

Stage 2 of the process is the where the concept is brought to life and developed ready for delivery to the target audience.

Outputs stage 1

An innovative idea illustrating how the client can market the idea of the *Ripple 2020 Innovation Challenge* to their target audience.

Outputs stage 2

The design and delivery of the concept in an approved format which can be presented to the target audience in September 2020.

Target Audience

The target audience is entrepreneurial individuals and businesses with an interest in developing unique solutions to stemming the flow of litter which finds it way down streams and rivers and eventually ending up on the beach and in the sea.

Schedule and deadline

	Timescale	Deadline
Stage 1 pitch due	3 weeks	Friday 26 th June 2020
Client selection	2 weeks	Friday 10 th July
Launch of stage 2	Monday 13th July	
Stage 2 development	4 weeks	7 th August 2020
Client approval	2 weeks	21 st August
Amendments	1 week	28 th August 2020
Final product	4th September 2020	

Commissioning Award

The budget for this project is £5,000

Stage 1: The winning submission will receive £1,000

Stage 2: On completion £4,000

Submission Instructions

What is the submission deadline? You should submit a covering letter, your idea and an accompanying brief statement on how you will bring this idea to life by the final product deadline no later than 17:00 on June 26, 2020 to louise.harrington@durham.gov.uk

What can I submit? Whilst we'd expect you to include a short covering letter in your email to introduce yourself, your idea, and how you'd bring it to life, your submitted idea can be in the form of a link to a video, an animation, a written submission, a visual storyboard, a sketch, or *anything else* that you feel would best present your idea. *Remember: We are keen to see ideas that will inspire and provoke.*

Contacts

For more information please contact:

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