

Brief for Design x Climate Film Campaign

Introduction

We are looking for a powerful film as part of a campaign to show the pivotal role of design in addressing the climate crisis. This can be used for:

- the 1.69m people within the design industry to start conversations with their clients about building sustainability into every brief (e.g. the film could be played at kick-off meetings on discussions around sustainability).
- policymakers to understand how they can use the resource and energy of designers for the future of the planet
- the UK to demonstrate its global leadership in the area of design.

The film will be showed at our Design x Climate two-day festival, running alongside COP26, and disseminated to designer, commissioner and policy audiences.

To respond to the brief, please put together a short submission that covers:

- short summary (500 words max) of initial response to the brief
- portfolio of previous experience and relevant work
- methodology, timeline & costs
- approach to diversity, inclusion and sustainability.

Please respond no later than midday Friday 9 July.

We will then shortlist no more than four respondents and invite them to a pitch (non-paid).

Context

COP26 provides the opportunity for the UK to show its global leadership and ambition to address the climate crisis. The government has already taken bold action to help the UK achieve net zero emissions by 2050, including committing to this target and kick-starting a green industrial revolution.

Design has a pivotal role to play in this transition. Decisions made by designers working across sectors including product design, architecture & the built environment, fashion and advertising have powerful effects. They can either worsen the crisis, or they can offer a path to a more sustainable future. Across each of the 10 points in the [Green Recovery Plan](#), there is a clear role for design, from the design of green ships to low-carbon homes.

The UK has some of the best environmental and sustainable designers in the world, and a whole community of 1.69 million people working in the design industry (32% of which are in 78,000 design businesses) who are eager to learn, share and put their making skills to use for the good of the planet.

Design Council is the government's advisor for design, and we convene designers across the design economy – from tech & UX design to the natural environment. As part of our funding from government, **we have developed a campaigning & convening programme in the run up to COP26 that galvanises the design sector towards achieving net zero. This will culminate in a two-day festival at the event at The Loch Lomond and Trossachs National Park** but with the knowledge, networks & learning sustaining beyond that.

The conference is just the start. We will contribute:

- Short 90 second film showing the power of design for net zero for all designers to use with their clients to create environmentally sustainable briefs
- A set of inspiring talks and examples of the best of British sustainable design, drawn from all the UK design x climate networks and their communities
- A single method or set of principles co-designed by the design community, which we will develop into a manifesto for action, and feature in our ongoing campaign.
- Content that makes policymakers, businesses and commissioners clear about the role that design can play, and eager to engage with 1.69m people in this collective effort.

We have primarily focussed on supporting designers, but also the businesses and public sector organisations that commission them, and the policymakers that create the conditions for them to work in sustainable ways.

About Design Council

Our [mission](#) is to make life better by design. We are an independent not for profit organisation and the government's advisor on design. Our vision is a world where the role and value of design is recognised as a fundamental creator of value, enabling happier, healthier and safer lives for all. Through the power of design, we make better processes, better products, better places, all of which lead to better performance.

Please watch this short [4 minute video](#) which explains who we are, and what we do.

Our [Strategy 2020-24](#) outlines how we will ensure design is used as a force for change, helping us to tackle some of the toughest economic, societal and environmental challenges in the UK and beyond. This document outlines our key priorities - improving health and wellbeing, enabling sustainable living and increasing design skills – and sets out what we hope to achieve in the next four years.

We closely assess the [Impact](#) of our work, both in this longitudinal summary but also within everything we do – whether it is [strategic advice](#), a [programme](#) of work or a piece of [research](#) or insight. Every three years we produce an economic impact report on the [Design Economy](#).

The brief

We want to keep this brief as open as possible while giving some pointers so you can consider practicalities and costs. We welcome your creative input and are open to challenge.

This brief is to create a powerful film for use at the conference and beyond. We want to provide an overwhelmingly hopeful message about how we can harness the power of 1.69m people working in the design industry, plus many others – for the good of our planet.

This should be an inspiring reminder that everything around us is designed and that design has the power to make things better or worse as we strive to meet and address the climate crisis. While our big focus is design for planet, this film should focus on net zero as the tangible target we are seeking to achieve.

Key messages

We are currently drafting our key messages. They will take into account the following (broad) points below.

- Everything around us is designed, and it can either be done in a way that is harmful for the planet, or which drives more sustainable behaviours and gives back to the earth.
- Design has a pivotal role to play in addressing the climate emergency.
- This is urgent – we have five years.
- Design needs to be brought in early, with a brief that is based on environmental and social sustainability, and that prioritises long-term outcomes over short-term gains.
- Everyone needs to come on board, including designers. All types of design and designers are playing their part – from fashion, product, architecture, landscape, service, graphic, advertising etc.
- Designers need to work together and with non-designers to take a bold and visionary approach.
- It's time to translate vision to action.
- Call to action: join us as we develop our manifesto.

We will develop a campaign hashtag such as #designforplanet

Length of film

No longer than 90 seconds.

Type of film

- Script led. (Design Council will provide the script).

Include a narrator to provide voice-over who helps to reflect the diversity we want to see in design. Note: we would welcome your views on what this should be and would like to hear three samples as part of the work.

Content

We are open to your views/challenges on the content/storyboarding of this film but, as a guide, we would like to you consider content that would:

- Feature a visually arresting mixture of commissioned and stock footage of sustainable design and its positive impact across the whole of the UK (esp outside of London).
- Showcase the breadth of design (e.g. from architecture to product design) across the breadth of climate areas (e.g. from net zero to biodiversity) through a range of different frames. Note: Design Council can help advise on suitable footage.
- Feature examples of design from across the UK. Note: Design Council will advise on appropriate and inappropriate footage.
- Feature regular people (reflecting diversity of society and including young people – as they are the future).
- Possibly include footage of between 5-7 influential practitioners (interviewees), each recorded either at work/home in or around London. **See below for further info.**
- Show, in some way, a large number of other experts backing the campaign, for example namechecking all those who are signing up to our manifesto (or will be working on it with us).
- Leave the audience with a call to action to design more sustainably, for example backing our manifesto which will develop out of the 6 principles of our [Beyond Net Zero: Systemic Design Framework](#) and will include the [Race to Zero pledge](#)
- Include captions:

A note about recordings of 5-7 practitioners (interviewees): We can, if you wish, arrange for you to film practitioners going about their lives/work along with frames of other regular people. For Design Council, there would be a dual purpose to the filming.

- 1) To include key people – this will help to get their buy-in to our work
- 2) To record (and then use in future) interviews with these practitioners. For example, we could ask these practitioners 2-3 questions while being filmed. We would request the raw footage of any interviews so we could use them in the future.

Licensing

We expect you to secure all licensing rights for music and all imagery (stills and video) to ensure that copyright is not infringed.

Equality, diversity and inclusion

Footage should show diversity of people and place.

Accessibility

The film should meet accessibility standards.

Style/brand guidelines

The content needs to be authoritative, inclusive and hopeful. It should clearly reference Design Council brand guidelines (e.g. using the Helvetica typeface), but not be confined by them and also be open enough to invite other partners to use and share and add their voice too.

We are creating a visual identity for our COP26 work, and it will likely reference the [Government's Together for our Planet brand](#) but also emphasise design's role in making, and our role in convening.

Outputs

We require all film content in MP4 format, and all raw footage digitally available so we can continue to make other edits in the future if necessary.

We would like you to provide shorter cut-downs for social media.

Working with us

We expect to work in an open, collaborative way with you, with a kick-off meeting to build relationships, create a shared understanding of the brief, and confirm the methodology. If you are one of max four respondents shortlisted to pitch, we would expect you to say how you intend to work with us, keeping us involved in visual developments and decisions.

As well as signing off the overall storyboard and initial draft, we expect there to be **3 rounds of edits**. We would like to share with key stakeholders, which we will organise and provide collective and edited feedback.

Budget

The budget available for this work is £15,000 excluding VAT. This project is being funded by the Department for Business, Energy and Industrial Strategy (BEIS).

Invoices schedule will be monthly with the expectation that 30% of fees will be invoiced by end of August with a remaining 70% retained until completion on 1 October.

We will clearly credit the film company. Showing the creative input to this important campaign, and we will recognise the work in our wider communications around the film.

Selection Criteria

To respond to the brief, please put together a short submission that covers the following, which is also the evaluation criteria against which this proposal will be assessed:

Evaluation Criteria	Points
Initial big idea Bidder shares initial thoughts on creating inspiring, delightful and compelling visual pitch for the film and related content. Max 500 words and/or in the format of a storyboard or narrative sketch.	30%
Relevant work Bidder has provided a portfolio of previous relevant work.	40%
Values Bidder shares Design Council values and an emphasis on diversity, inclusion and sustainability.	10%
Budget Bidder is competitive in terms of budget.	20%

We will select no more than four respondents to invite for an interview, where we will also ask about methodology and ways of working.

Timeline

Tender published	25 June
Questions deadline	2 July
Questions answered	5 July
Submission deadline	9 July
Shortlisted candidates notified	12 July
Pitches	16 July
Decision awarded	19 July
Contract starts	21 July
First draft of content	6 August
Second draft of content	1 September
Final films and outputs	1 October

Contact details

If you would like to discuss this brief prior to submitting a proposal please contact Kapila.Perera@designcouncil.org.uk. Any questions seeking clarification should be submitted by 2 July. Answers to questions submitted will be made available to all bidders. Please note Design Council will have a dedicated Project Manager for this work who will be your key point of contact.

Deadline

The closing date for proposals is 9 July. Proposals should be emailed to Kapila.Perera@designcouncil.org.uk by 5pm – only electronic copies are required. Respondents will be informed if they have been shortlisted by 12 July. Successful respondents will be invited to a pitch (if these are required) on 16 July and informed of the decision by 19 July. This will be via teams.