

Brief for Design x Climate Festival Production & Digital Dissemination

Introduction

We are looking for a production team to produce a 2-day Design x Climate Festival alongside COP26 at Loch Lomond & Trossachs National Park (date tbc but between 7-12 November), which brings together designers from across disciplines, regions of the UK and different types of diverse backgrounds, to showcase and explore what we can collectively do to do design for climate. As well as design commissioners and stakeholders.

The aims of the conference are:

- To showcase the power of design, across different disciplines, and across different aspects of climate (e.g. net zero to biodiversity)
- To bring together a diverse range of design perspective to collectively discuss what enabling conditions are needed for designers to design for climate, and to start co-creating them

The rhythm of the two days is:

- **Day 1. Inspire for possibility.** The first day will centre around keynote speakers, masterclasses and panel discussions
- **Day 2. How to act.** The second day will convene groups around hackathons and conversations about the tools, methods and enabling conditions designers need to design for climate

There is time in between the conference hours for attendees to enjoy the beautiful park and lochs, and to connect to nature.

There is space for approximately 100 people including speakers (according to current social distancing guidelines). We want to invite a representative group of designers from all corners of the UK, from different design disciplines, and a diverse range of demographic backgrounds (age, gender, ethnicity, disability, sexuality). The brief includes designing an inclusive, welcoming and accessible experience for all.

We want the conference to reach beyond these 100 people. The brief is also to find ways to digitally record the event and broadcast it real-time, and post-production, so it can serve as a library of resource and inspiration for future years.

We have an internal team at Design Council who will produce the content and the visual collateral for the event. This brief is for the production and digital dissemination.

Context

COP26 provides the opportunity for the UK to show its global leadership and ambition to tackle 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 advertising, product design, fashion, architecture & the built environment 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 Industrial Revolution, 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, culminating in a 2-day festival at the event at The Loch Lomond and The Trossachs National Park**, but with the knowledge, networks & learning sustaining beyond that.

The conference is just the start, and it will be supported by;

- A short 60 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 and set of principles co-designed by the design community, which can be shared as a manifesto for action
- Policymakers, businesses and commissioners clear about the role that design can play, and eager to engage with 1.3m 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.

The brief

This brief is to produce the festival, leading on the logistics, running and digital recording & dissemination. There is a core Design Council team to work alongside who will lead on the overall content curation and visual branding and collateral.

The main elements of the brief are:

- To manage the logistics of the two-day event, including the programming and location logistics, drinks and refreshments. Rooms, chairs and tables are provided by the National Park. Drinks and refreshments need to be included in the budget.
- To organise exhibition spaces where we can display different designs and installations that communicate the power of design
- To make sure that every attendee feels welcome, and that the content is inclusive and accessible to all.
- To visually and digitally record (audio or film) the event, and create a series of short outputs that can act as a reminder of the inspiration shared at the event. Sourcing and hiring of AV equipment (including transport to the venue) is in scope of the brief.

A more detailed breakdown of items to include is the Appendix

Accommodation is the responsibility of the participants, but the brief includes to advise on available accommodation in Balloch. As well as organize the accommodation and travel for speakers and up to 20 Design Council staff. These costs will be paid from a separate budget.

The venue

Loch Lomond and The Trossachs National Park is beautiful and huge. The Park HQ is in Balloch, which is a 50-minute train ride away from Glasgow. There are two venues which are close to each other. A glass structure near the lake, and a conference room in the main building.

<https://www.lochlomond-trossachs.org/>

Budget

The budget available for this work is £40,000 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 at end of November.

We appreciate the budget and timetable is tight for the range of work to be done. We are open to bidders saying how they could achieve more through a partnership approach and we continue to seek additional sponsorship.

For clarity, the following and included in the brief and need to be factored into the budget

- Food and refreshments
- AV equipment hire, transport and removal

The venue and travel costs are not to be included in the budget

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
<p>Approach Bidder has demonstrated they understand the values and wider work of Design Council; and the requirements of this commission.</p>	10%
<p>Relevant work Bidder has provided a summary of previous relevant work/experience of the team that demonstrates the skills, knowledge and experience needed to complete this work. In support of this please include up to 3 case-studies of your previous work that is relevant to this commission.</p>	20%
<p>Methodology Bidders proposed methodology supports the outcomes being sought.</p>	10%
<p>Values Bidder shares Design Council values and an emphasis on diversity, inclusion and sustainability</p>	10%
<p>Budget Bidder is competitive in terms of budget</p>	10%
<p>Project management Bidder has a robust project management process in place, an achievable and relevant timetable for delivery and has demonstrated they have plans in place to mitigate any risks. In support of this please ensure you provide:</p> <ul style="list-style-type: none"> • A named lead for this work • A visual timeline highlighting the key milestones and worksteps that will be taken forward and by whom • How you work collaboratively with us • A risk register 	40%

Please also supply 2 references that Design Council can follow up. We will only follow these up if you are our preferred candidate

Timeline

Tender published	25 June
Questions deadline	4 July
Questions answered	7 July
Submission deadline	11 July
Shortlisting announced	14 July
Interviews	21-23 July
Decision awarded	28 July
Contract starts	Beginning August
Contract finishes	End November

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 4thth July. Answers to questions submitted will be made available to all bidders.

Deadline

Submissions should be emailed to Kapila.Perera@designcouncil.org.uk by 11th July – only electronic copies are required. Respondents will be informed if they have been shortlisted by 14th July. Successful respondents will be invited to a pitch (if these are required) on 21-23rd July and informed of the decision by 28th July. This will be via Teams.

Appendix

1. Considerations for the bidder

Please familiarise yourself with Design Council's mission and values:

<https://www.designcouncil.org.uk/who-we-are/our-mission>

Alongside demonstrating a portfolio of 'relevant' work of similar scope, the bidder should evidence a proficiency in producing hybrid events which feature both a digital and physical component.

Every aspect of the production of this event must be sustainable and regenerative. Including for example:

- o Sourcing from local providers
- o Low-impact transportation
- o Reusable and recycled 'consumables' - no single waste
- o Renewable energy
- o All third party suppliers to be sustainability checked
- o No flights
- o Methods of measuring and tracking ecological impact

Clarifications on Scope of Hospitality

Each speaker will receive:

- Full programme of talks and workshops
- Transportation and accommodation (UK only, train not plane)
- Breakfast, lunch, dinner and refreshments on both days

Each attending guest Design Council will provide:

- Full programme of talks and workshops
- Transportation and accommodation is the responsibility of the participants but the brief includes advice on available accommodation in Balloch.
- Breakfast, lunch, dinner and refreshments on both days

The venue and travel costs do not need to be included in the budget.

Line items to include:

Production	<ul style="list-style-type: none">• Production management• Production crew (install, onsite, derig)• Production team expenses (in crew catering and travel)• Show caller• Event staff and hosts• On-site tech support• Transportation, deliveries and couriers• Production Schedules
Event management	<ul style="list-style-type: none">• Venue liaison

	<ul style="list-style-type: none"> • Liaising with DC on developing and managing run-of- show and event management manual • Managing of rehearsals and tech checks
Tech	<p><i>Full spec TBC</i></p> <ul style="list-style-type: none"> • AV/ Sound • Lighting and lighting design • Screens / projectors • Specific tech riders • Additional Wifi boosters where required • Comms (radios)
Set build	<ul style="list-style-type: none"> • Staging • Set build element inc partitions / drapes etc • Furniture / set up for - reception / check in / cloak room etc
Print	<p><i>Design Council to provide design and artwork files</i></p> <ul style="list-style-type: none"> • Signage / graphics / vinyl for both inside and outside • Wayfinding • Printed programmes TBC
Accessibility costs	<p>Liaise with venue</p> <ul style="list-style-type: none"> • Accessibility audit • Inc, hearing loops, sign language • Translation services • Ramps and wheelchair access
Event Content Capture	<ul style="list-style-type: none"> • Develop treatment and plan for on site event film capture inc <ul style="list-style-type: none"> ◦ general event documentation ◦ workshops documentation • Film crew • Associated kit • Editing (output to be discussed) • General event photographer • Podcast-quality audio capture
Event Streaming	<ul style="list-style-type: none"> • Assess live streaming needs • Develop treatment for high quality, robust digital streaming (live) • Set up and communication of platform • On-site editorial team
Guest management	<ul style="list-style-type: none"> • Sending out invites and managing queries

	<ul style="list-style-type: none"> ● Determining details like accessibility needs / dietary requirements ● Preparing the Information portal / communication flow / FAQ's for attendees ● Advising on accommodation options
Hospitality (Please note this may be part sponsored but please quote for now)	Full event catering inc managing attendee dietary requirements Essential: <ul style="list-style-type: none"> ● Beverage service and refreshments ● Attendees: 2x breakfast / 2x lunch / 4x breaks ● DC: 3x breakfast / 3x lunch / 2x dinner ● Speaker: 1x breakfast / 1 x lunch / 2x breaks ● Green room set up and hospitality
Accommodation and travel	<i>Design Council to pay for accommodation and travel for speaker and up to 20 Design Council staff</i> <ul style="list-style-type: none"> ● Booking travel and accommodation for speakers and Design Council staff ● Contacting speakers and Design Council staff to notify them of their accommodation and travel
H&S	<ul style="list-style-type: none"> ● Leading on-site safety briefings ● Ensuring H&S is adhered to at all times ● Conducting risk assessments and producing associated H&S administration ● Ensuring the event is fully and adequately licensed and insured with liabilities clearly established ● Organise and brief on-site security and associated security materials ● Organise and brief on-site Medic ● Cleaning ● Refuse collection
AOB	<ul style="list-style-type: none"> ● Bespoke gifting (to be scoped) ● Staff uniforms ● Sundries e.g. lanyards, wristbands
Contingency	<ul style="list-style-type: none"> ● To be included in quote

2. Main contacts and responsibilities:

The wider Festival team includes:

- Cat Drew, Project SRO
- Kapila Perera, Head of Policy, Impact & Communications: responsible for communications team resources for the project
- Dr Gyorgyi Galik: Specialist Subject Expert, drawing in climate design expertise to the programme and content curation
- Deborah Rey-Burns: Interim festival support
- Hiten Kamari Popat: Digital lead, leading social media communication
- Anstey Burnett: Senior Communication Manager, leading on core messaging and stakeholder outreach
- Calum Spence: Visual design lead, overseeing or producing all visual materials

In addition, the team includes

- Sarah Drummond, CEO & Co-Founder, Snook, Project Advisor and on Board on Loch Lomond & The Trossachs National Park
- Anna MacClean, Director of Engagement & Innovation, Loch Lomond & The Trossachs National Park
- Jo Wight, Loch Lomond & The Trossachs National Park
- A logistics lead at the Park

The Design Council team leads on:

- Overall Festival programme design
- Stakeholder management and partnership outreach
- Reaching out to significant speakers
- Facilitating the sessions
- Visual branding, printed collateral and room wrapping

3. The Programme

Although the programme is still being developed, the outline below gives an idea of the number and variety of sessions

DRAFT AGENDA – and STILL TO BE CODESIGNED

	<p>DAY 1 Inspire for possibility</p> <p>The first day will centre around keynote speakers, masterclasses and panel discussions</p>	<p>DAY 2 How to act.</p> <p>The second day will convene groups around hackathons and conversations about the tools, methods and enabling conditions designers need to design for climate</p>
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	Walk in nature	Walk in nature
8:30 - 9:30	Open by Design Council CEO & Loch Lomond & Trossachs CEO	Open by Festival Partners Snook, TNLCF
9:30 - 10:15	Keynote (e.g. Minister, Sustainability Expert)	3 x masterclasses in methods/tools to design for climate (e.g. Measuring value, working with marginalised communities, materials)
10:15 - 11:00	Keynote (Designer)	Different perspectives: nature, community, future generations
11:00 - 11:30	BREAK (exhibition space)	BREAK (exhibition space)
11:30 - 12:30	3 x panels of different climate aspects bringing together different types of designer	Hackathon: A common set of tools and methods
12:30 - 13:30	LUNCH	LUNCH
13:30 - 15:00	3 x panels of different climate aspects bringing together design and non-designers	Hackathon: A common set of tools and methods
15:00 - 15:30	BREAK (exhibition space)	BREAK (exhibition space)
15:30 - 16:30	Keynote (e.g. Designer or Design Advocate)	Hackathon: A collective manifesto
16:30 - 17:00	CLOSE	CLOSE
	Self-organised evening events	