

## Project brief

<b>Project Name:</b> Waste Statue, Rubbish Campaign
<b>Commissioning Body:</b> Global Advocacy and Influencing
<b>Communication Activity:</b> <i>Please indicate your primary objective:</i> <input type="checkbox"/> <b>Action</b>
<b>Project context, background and drivers</b>  <p>We want a simple but eye-catching way to promote the <a href="#">Rubbish Campaign</a> at festivals this summer. The idea is to create a statue that represents one of the 2 billion people living without waste management. It would be made from something like chicken wire and be stuffed with waste plastic. It needs to be waterproof and stable.</p> <p>The statue should have enough information on it to inform people about the Rubbish Campaign and a QR code to let them sign the petition. As such, it would replace the need for a stand in the marketplace at festivals. At each festival we would also have a seminar with further information about the campaign.</p>
<b>Relevant learnings from past projects</b>  <ol style="list-style-type: none"> <li>1. Stands are resource intensive and expensive so this is a way to bypass that</li> <li>2. Other charities are doing creative experiences at festivals to grab attention.</li> <li>3. St George's Tron in Nov 2021 - we had art on the walls outside the venue and the YCCN boat installed inside. Once the art was up it required minimal staff time but raised awareness and encouraged engagement. The art outside showed people that there were COP-related things happening inside. The boat got people talking and thinking and made space for conversations.</li> </ol>
<b>Objectives</b>  <ul style="list-style-type: none"> <li>• Eye-catching piece of art that doesn't fall over and can withstand any weather</li> <li>• Engaging, succinct comms attached to the statue that allows people to respond to the campaign.</li> <li>• Signed petitions</li> <li>• Opportunities to get publicity in Christian media</li> </ul>
<b>Locations</b>  <p>We expect the statue to be shown at the following festivals:</p> <ul style="list-style-type: none"> <li>• Wildfires</li> <li>• New Wine</li> <li>• Creationfest</li> <li>• possibly Focus and others.</li> </ul>

### **Comms and Promotion**

We are speaking to the festivals and offering the statue alongside seminars on waste and broader justice issues. We have spoken at all of these festivals previously.

### **Costs**

We expect quotes to come in at a max of £3,000 inc. VAT

### **Key dates**

Call for quotes: w/c 13th March - 31st March

Supplier selected: w/c 3rd April

Sculpture and sign to be ready by end of May

First festival: 29th May

### **Creative brief and considerations**

Main requirements:

- Take the form of a person
- Be stable and waterproof
- Easily transportable - e.g. making it a detachable stand / ensuring that it can be transported in a van
- Suggestion of how the sign/messaging should be attached to the statue (Tearfund will create the messaging)

Size:

- Approx 2 metres / tall enough to stand out even in a crowd

Material suggestions:

- Chicken wire or similar
- Stuffed with waste plastic

### **Expectations for bid**

Please submit the following documentation with your bid:

- Sketch of waste statue idea
- Budget / full cost overview
- Your portfolio / examples of previous work
- Turnaround time / delivery date