



European Anti-Poverty Network Ireland

Invitation to Tender

2010 Awareness Campaign

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As part of an ambitious work plan for the 2010 European Year for Combating Poverty and Social Exclusion, EAPN Ireland plans to coordinate and implement an innovative awareness raising campaign based on the stories and experiences of people experiencing poverty and social exclusion. The awareness campaign will involve a creative medium (such as film, animation, art, photography, motion graphics etc.) that will allow self expression and the telling of stories, rooted in a positive sense of identity and linked to the structural causes of poverty. Accordingly, EAPN Ireland invites tenders from interested individuals or groups working in a creative field such as creative art, film, documentary making, photography etc.

Background

The European Anti-Poverty Network (EAPN) Ireland has twenty years of experience in working to place the eradication of poverty at the top of the local, national and European Agenda; through advocacy and policy development, training, engagement with the EU Social Inclusion Strategy and National Action plans, research, and the dissemination of information through a broad range of media. EAPN Ireland believes that the direct participation of people experiencing poverty should be at the heart of effective responses to the challenges of poverty and social exclusion. 2010 is the European Year for Combating Poverty and Social Exclusion and EAPN Ireland will be a proactive advocate for people experiencing poverty and social exclusion for the duration of the year.

EAPN Ireland has at its disposal a limited budget with which to design and implement an awareness raising campaign based on the stories and experiences of people experiencing poverty and social exclusion. This invitation to tender is not limited to any one creative medium and expressions of interest are welcome from a broad range of individuals and groups. We are interested in hearing about projects that involve creative art, film, photography, creative writing, documentary making, motion graphics etc. EAPN Ireland also hopes (subject to funding) to develop the creative outcome of this tender process into a learning tool for young people in education. As such, all proposals should plan for the suitability and feasibility of such integration. (The development of that learning tool will not be part of this tender process).

Aims of the Awareness Campaign

1. To communicate in an innovative and creative manner the realities of poverty to a diverse audience, and to promote in a positive manner the collective ownership of efforts to combat poverty and exclusion.
2. To demonstrate the importance of the voice of people experiencing poverty in generating effective responses to poverty and social exclusion.
3. To raise awareness of the role of the European Union in coordinating and stimulating collective responses to poverty and exclusion across Member States.
4. To increase engagement of young people in generating solutions to poverty and social exclusion.

Participation of People Experiencing Poverty & Social Exclusion

The participation of people experiencing poverty and social exclusion is at the core of the EAPN Ireland stories campaign (and indeed all of our supporting activities for the 2010 Year). EAPN Ireland is uniquely positioned to involve and support people experiencing poverty and social exclusion thanks to nearly a decade of involvement in the People Experiencing Poverty Initiative at European Commission Level.

With the specific intention of developing this awareness raising initiative, EAPN Ireland has developed and enhanced participatory frameworks through the Ireland in Social Europe project. As part of that project, EAPN Ireland and its partners (Community Workers' Cooperative, the Irish National Organisations of the Unemployed, and the Vincentian Partnership for Social Justice) are currently completing a series of nationwide grass roots focus groups, with people experiencing poverty, that deal with the themes of access to services, labour market activation and income. Those themes (broadly) should be the focus of the stories campaign.

From those focus groups, EAPN Ireland has developed a follow-on initiative that provides training and support for interested individuals who wish to take part in the awareness raising stories campaign. Consequently EAPN Ireland and its partner organisations are in the final stage of identifying and training a number of individuals who will engage directly in this awareness campaign. The successful applicant from this process will work closely with those individuals (supported by EAPN Ireland).

Timeline

December 2009	Call for proposals for creative representation of individual stories
January 2010	Final selection of individual stories
February 2010	Work with individuals to develop narrative
February 2010	Development of creative medium for stories
March 2010	Finalisation of creative medium (electronic product)
April 2010	Publicity and Dissemination.

Budget

EAPN Ireland will allocate **€8,000** for the project. That amount should include all aspects of design, labour, production, delivery and VAT. Projects that exceed that amount will not be considered. EAPN Ireland will also maintain a small budget for outreach and publicity to support and disseminate the final product.

Application Details

Please provide details of the following in your submission:

1. Experience and qualifications of the relevant personnel.
2. Outline (not more than three pages) of suggested format.
3. Samples of similar work or work that your proposal will emulate.
4. Proposed work schedule and timeframe.
5. A detailed breakdown of the total cost including VAT.
6. The added value you or your company will bring to this project.
7. Names and contact details of two referees.

In addition, please respond to the following questions:

1. How does your proposal succeed in raising awareness about poverty and social exclusion?
2. What makes your proposal stand out from similar projects that were undertaken in the past?
3. How might your proposal be integrated into a subsequent learning tool for young people in education?

Submission Details

The tender for the above project must be submitted in hard-copy to:

Mark Byrne
European Anti-Poverty Network Ireland
Strand House
22 Great Strand Street
Dublin 1

An electronic copy must also be forwarded to mark@eapn.ie.

The award will be based on creativity, an understanding of EAPN's ethos, appeal and accessibility to multiple audiences (including young people), and economic competitiveness. Please direct all enquires to Mark Byrne at 01-8745737 or mark@eapn.ie

Closing date for receipt of tenders is 5pm on Friday 8th January 2009.



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