

I-API CANNES YOUNG LIONS – DESIGN CATEGORY

Client: Social Entrepreneurs Ireland

Brand: Social Entrepreneurs Ireland – SEI Annual Awards Design

Project Owners: SEI / I-API Judging Panel

Project Title: Cannes Young Lions 22 Creative Competition

CONTEXT - WHO WE ARE:

Social Entrepreneurs Ireland is a privately funded not-for-profit organisation that supports people with innovative ideas to tackle Ireland’s social problems. Our mission is to find social entrepreneurs with solutions to these problems and support them on every step of their journey. We do this through our programmes, direct funding and our incredible community of alumni, funders, and sector leaders.

Since our foundation in 2004, SEI has supported more than 500 social entrepreneurs across the country who are championing and driving solutions in areas such as mental health, housing, diversity & inclusion, the environment and education. SEI alumni have directly impacted the lives of millions of people throughout Ireland and have contributed significantly to creating employment opportunities. Alumni of SEI include FoodCloud, MyMind, Pieta House, AsIAm and the Irish Men’s Shed Association. Our vision is an Ireland where people solve all social problems.

WHAT ARE THE ORGANISATIONAL OBJECTIVES?

At the heart of SEI’s strategy is our commitment to finding people with ideas to solve social problems and supporting them on every step of their journey. Our programmes are anchored across our three strategic pillars on the journey of a social entrepreneur – inspiring and incubating ideas at the first STEP; accelerating and developing organisations that require a LEAP of faith; and ensuring the best solutions can SOAR and impact at scale. Some organisations participate in multiple programmes with SEI. Celebrating and encouraging our social entrepreneurs across the different stages of their journey is one of our key objectives.

SEI is 100% privately funded through philanthropy from corporates, foundations, and individuals from across Ireland, the UK and USA, many of whom provide significant added value through non-financial supporters to SEI and our social entrepreneurs. Another strategic objective is to continue to deepen and grow these funder and partner relationships with people and organisations who are passionate about supporting social entrepreneurs as we are to ensure that we have a sustainable income model to support our impact.

THE CREATIVE CHALLENGE

COMMUNICATIONS OBJECTIVES:

- Working with our brand identity we would like a new suite of our SEI awards designed using sustainable materials.
- We would like our recipients to display them with pride showcasing the recognition of their organisation’s success supported on the journey, every step, by SEI.
- Ideally, we would like a connected piece that our alumni could also use in their offices driving brand awareness and connection with SEI.

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WHAT PROBLEM ARE WE TRYING TO SOLVE?

The area of social entrepreneurship is not yet widely understood in Ireland.

Social entrepreneurs need to demonstrate confidence within their sector and to potential partners or funders they are approaching. They need recognition of their progress on advancing their solution and organisation

We also need to raise awareness of social entrepreneurship and Social Entrepreneurs Ireland nationwide including potential funders, be it corporate or philanthropic where awareness is currently low.

By having our awards displayed with pride in offices and locations around the country and beyond it drives awareness and further enhances the credibility of SEI and its community of social entrepreneurs and partners.

TARGET AUDIENCE/S:

- Social entrepreneurs taking part in our programmes
- Our partners and funders

INSIGHT/TRUTH:

We know that being offered a place on an SEI programme not only provides tailored supports and direct funding, but also validates and endorses the social entrepreneurs, for whom in many cases we are the first significant backer to do so. This can give added confidence both to the social entrepreneur and to other potential partners or funders they are approaching to get involved.

KEY MESSAGE

The new suite of SEI Awards need to follow design best principles – feel tactile, review unconventional shapes, have space for clear branding, recipient inscription and works for various levels of recognition. It is essential they are made with sustainable materials including their presentation boxes.

TONE OF VOICE - How does this brand speak / behave?

Energising/visionary, inspiring, supportive, accessible and in plain English.

PROOF?

- SEI alumni have impacted the lives of millions of people across Ireland and created thousands of job opportunities.
- Our alumni tell us that they would not be where they are, or may not even exist at all, if they hadn't received the support and recognition from SEI at the crucial time it was received. As one of our current Scale Partners, **Krystian Fikert, founder of MyMind** said: *"SEI has been on the journey with us for over 10 years. Our first Award from SEI was back in 2009 so we know just how valuable both the financial and non-financial supports are in growing our reach and impact, and we look forward to working together over the coming years."*
- SEI has partnered with large and medium-sized corporates and delivered successful partnerships across organisations such as Permanent TSB, DCC plc, eBay, KKR and Brewin Dolphin.

WHAT IS THE DESIRED RESPONSE? CALL TO ACTION

We would like a suite of unique and memorable award trophies that our recipients (social entrepreneurs and supporters) will cherish and proudly display. We are open to consider extending the design concepts to specific branding at awards ceremonies coming from the same space as our master branding.

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OTHER USEFUL INFORMATION/GUIDELINES/INSPIRATION

- <https://socialentrepreneurs.ie/>

Please refer to the assets folder sent on by I-API to accompany the brief as it includes some key assets that will help inform your understanding of the brief.

DELIVERABLES – DESIGN

- An A3 design board which will show the new suite of SEI Awards and awards branding including 3 visuals of how this identity would look in the real world

Your board should incorporate:

- 150 word description of how the design fits the brief
- 150 word description of how this could evolve further

CONTACTS

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