

## IAPI CANNES YOUNG LIONS – PRINT CATEGORY

<p>Client: Social Entrepreneurs Ireland Brand: Social Entrepreneurs Ireland - Print - Spark Campaign</p>	<p>Project Owners: SEI / IAPI Judging Panel Project Title: Cannes Young Lions 22 Creative Competition</p>
<p><b>CONTEXT - WHO WE ARE:</b></p> <p>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.</p> <p>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 &amp; 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.</p>	
<p><b>WHAT ARE THE ORGANISATIONAL OBJECTIVES?</b></p> <p>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. Inspiring and supporting the next generation of social entrepreneurs is always in our focus and strategic planning and our Spark Programme was borne out of that.</p> <p>We know the people closest to social issues can often be the people with the least access to the resources needed to tackle them. The SEI Spark Programme is designed to make social entrepreneurship accessible to people from all backgrounds, with a particular focus on people from under-represented and marginalized communities. Through learning, engagement and funding opportunities, we hope to provide the initial spark that will set some amazing ideas alight. One of our resources for budding social entrepreneurs is The SEI Spark toolkit which been created by the SEI team to offer practical advice and support to anyone, from any background, with an idea or passion to solve a social problem. It aims to enable any person to spark positive change.</p>	
<p><b>THE CREATIVE CHALLENGE</b></p> <p><u>COMMUNICATIONS OBJECTIVES:</u></p> <ul style="list-style-type: none"> <li>• We would like a print execution to directly engage and inspire these target audiences to take action and download the SEI Spark Toolkit.</li> <li>• The print execution should be memorable and accessible with a clear call to action.</li> <li>• The campaign should also inspire people to spread the word about the Spark Toolkit.</li> </ul>	
<p><b>WHAT PROBLEM ARE WE TRYING TO SOLVE?</b></p> <p>As we face unprecedented and continuous change in our society, we know many people want to solve social problems in their communities, but the first step is often the hardest one to take, for the following reasons:</p> <ul style="list-style-type: none"> <li>• The journey to start and scale an idea or solution to a social problem is unclear, especially when you are discriminated against and marginalized.</li> </ul>	

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- Getting started is highly dependent on your network, confidence, and resources, all of which can be reduced when you are from a minority and/or under-represented group.
- Factors such as socio-economic background, level of education, geography, ethnicity and migration status can act as barriers to people believing that their idea has potential and putting themselves forward.
- Lack of belief - social entrepreneurs themselves often do not realize their own potential, particularly when these are the kinds of messages they receive from parts of society.

The SEI Spark Programme is designed to make social entrepreneurship accessible to people from all backgrounds, with a particular focus on people from under-represented and marginalized communities. The programme includes: informational networking events called Spark Sessions; Spark bursaries to help alleviate some of the very early stage expenses of researching an idea; and our Spark Toolkit which is a how-to guide for budding social entrepreneurs covering everything from the ideation stage through to piloting and sharing the idea with the world

### TARGET AUDIENCE/S:

- The print execution should have a broad appeal to the readers of the intended outlet(s).
  - Groups we're particularly hoping to reach with the Toolkit include (but are not limited to):
    - Travelling and Roma people
    - People from other ethnic minorities
    - Migrant communities
    - People seeking asylum
    - LGBTQ+ people
    - People experiencing homelessness or poverty
    - People experiencing unemployment
    - Disadvantaged women
    - Disabled people
    - Older people
    - People experiencing any long-term illness
    - People experiencing poor mental health
- [Source for groups: Community Work Ireland]

### INSIGHT/TRUTH:

We know that people with first-hand experience of a social problem are often best-placed to solve it but may have least access to the resources to do it.

### KEY MESSAGE

The SEI Spark toolkit has been created by the SEI team to offer practical advice and support to anyone, from any background, with an idea or passion to solve a social problem. It aims to enable any person to spark positive change.

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

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

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### PROOF?

- Social Entrepreneurs Ireland has a 17-year track recording of finding and supporting people with ideas to solve social problems and have worked directly with over 500 social entrepreneurs across the island of Ireland in that time.
- *“When I created Lib multicultural counselling and support programmes, it was a purely a heart project: something is wrong, I need to do something about it. SEI not only helped me moved to a more systematic approach but most importantly, it validated the do-ability and the importance of Lib.” - Toufik Messabih, founder of Lib (SEI Ideas Academy graduate and current Action Lab participant)*

### WHAT IS THE DESIRED RESPONSE? CALL TO ACTION

We would like a print execution to directly engage and inspire these target audiences to take action and download the SEI Spark Toolkit, and to spread the word about the Toolkit to those in their networks who may be interested. We want to see people of all demographics encouraged to download the SEI Spark Toolkit which we hope will lead to an increasing quantity and quality of applicants to SEI. We want to reach 1000+ downloads by mid 2022 (we had approx.100 downloads in the first month of toolkit being launched - Dec 2021-Jan 2022).

### OTHER USEFUL INFORMATION/GUIDELINES/INSPIRATION

- <https://socialentrepreneurs.ie/>
- <https://socialentrepreneurs.ie/spark-programme/>

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

### DELIVERABLES – PRINT

- Create a single print advertisement (A4 or A3) - jpeg/png/PDF
- Accompanied by a max 300 word document detailing how the advertisement meets the brief

### CONTACTS

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