Scottish Environment LINK

Tender for production of short film making the case for action by the Scottish government to create a more circular economy to address the climate and nature crises

Introduction

LINK is the forum for Scotland's voluntary sector environmental organisations – with 40members collectively representing around half a million people. It has three strategic objectives:

- o Advocating for a sustainable Scotland
- o Being a strong voice for Scotland's citizen-led environment community
- o Operating as an effective, efficient and accountable network

LINK actively advocates for policies in specific areas to enhance our natural environment, targeting politicians, policy makers and the wider public.

Task

Scottish Environment LINK ('LINK') is commissioning a short film the purpose of which is to make the case for action by the Scottish government to create a more circular economy to address the nature and climate crises. This is to be used by LINK's Circular Economy for a Fairer Footprint project and tie into the focus on climate change leading up to COP 26.

LINK invites proposals from suitably experienced environmental film makers to create a short film suitable for social media (twitter, facebook) whose target is a non-specialised audience who have an environmental awareness, including the public and parliamentarians.

Examples of LINK and LINK member audio visual resources as a means of dissemination can be seen here, Support new marine protected areas in Scotland! , This is Scotland, Firth of Lorn/Continuity Bill film, Nature Networks Matter, Have you got the bottle, For ever chemicals

Purpose of the film

We want the film to:
- Present, in an engaging way for a non-specialised but environmentally aware audience, the case for action by the Scottish government to create a more circular Scottish economy to address the climate and nature crises.
- Convey the link between our nature and climate crises, the need for a reduction in our footprints and how a more circular economy can help us do this.
- Motivate viewers to sign a petition calling on the Scottish government to set footprint reduction targets and introduce the CE policies needed to address the climate and nature emergencies.

We anticipate that the film will primarily be viewed on Twitter and Facebook. We might also want to use it at events (physical or online).

Outcomes:

- People who watch the film understand the difference between our current linear economy and the proposed circular economy model.
- People who watch the film understand that the circular economy is about more than recycling, and is about incentivising better design and more efficient consumption patterns as well as better waste management. This <u>requires policy measures in order to happen</u>.
- People who watch the film also understand that <u>a circular economy is necessary</u> if we are to address the climate crisis, environmental degradation and biodiversity loss.
- People who watch the film understand why <u>targets are an essential step</u> in incentivising, promoting and achieving a circular economy.
- As such, people who watch the film are moved to add their voice to our petition, asking for footprint reduction targets and CE policy measures in order to address our climate and nature crises**.**

The story

The following lays out the story the film should seek to convey. We would **not expect the film to include all the detail**. There is further background information and useful links at the end of this brief.

1. The problem

Impacts on climate and nature from the every-day things we use and consume:

- Over 80% of Scotland's carbon footprint comes from the goods we use and consume, such as food, furniture, computers and vehicles.
- In Scotland we use approximately 3 times our share of planetary resources.
- 90% of global biodiversity loss is caused by resource extraction and processing.
- Much of the impact occurs overseas as we import a lot of goods.

Why is our impact so large:

- Although we do recycle some of our waste, we basically have a linear economy – extract raw materials, make products, use products, discard products – extracting new raw materials for each product and wasting far too much.
- We disturb and pollute habitats and produce carbon emissions at each stage of the lifecycle of products: extraction (or growing of) and processing of raw materials, manufacturing of products, transport of materials/products, and management of waste.

2. The solution

Scotland can do things differently. If we make much better use of the products and materials we have and waste much less, we will reduce the impacts on nature and climate.

By designing products to last a long time; repairing and reusing products; and, once no longer fit for re-use, recycling or composting the materials; we will reduce our impacts. There will be less pollution (including carbon emissions) and destruction of nature associated with extracting (mining, drilling, quarrying, land conversion) and processing raw materials and managing waste.
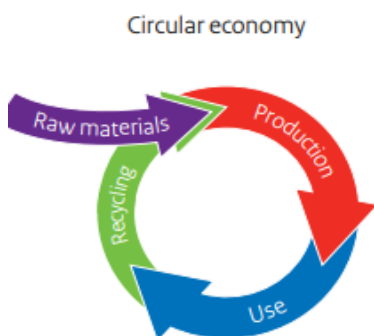
A more circular economy (see end of document for further resources) can help reduce our footprints and help us live on our share of planetary resources.

3. What we want the Scottish government to do:

In Scotland we measure our carbon and material footprints. We call on the Scottish Government to introduce footprint reduction targets and comprehensive CE policies to create an economy in which waste and pollution are designed out, products and materials are kept in use and natural systems are

regenerated.

(Petition wording might be: 'I want to see a Scotland where we minimise our impact on nature and the climate by wasting less and using the planet's resources more wisely. I call on the Scottish government to set targets to reduce Scotland's use of raw materials, and to create a more circular economy in which waste and pollution are designed out, products and materials are kept in use and natural systems are regenerated.')

The CE policies needed are many and varied and act at different points of the CE loop. (The film should seek to convey this point and include a few examples – see below)

- Raw materials should be renewable. Other materials used should be secondary materials, ie derived from recycling; and all materials must be safe. **Policies are needed to encourage the uptake of renewable and secondary materials and to make sure we reduce our consumption of non-renewable resources.** The new Plastic Packaging tax is one such policy.
- Design and production should focus on minimising the life-cycle environmental impact of products such that there is minimal pollution associated with their production, use and after-use phases. Products need to be designed to last a long time, be easy to repair and disassemble into re-useable parts and made from materials that can be safely recycled. **Policies are needed that encourage and require this, such as product standards and extended producer responsibility.**
- Use should be prolonged and intensified such that products and their component parts and materials are used and re-used until they need to be recycled. **Enabling policies should ensure that consumers have information and access to affordable, accessible repair and reuse services**. **Single use items should be banned where there are re-useable alternatives**.
- As far as possible, all materials should be practicably and safely recyclable or compostable and collection should be widespread. Materials should be processed as locally as economies of scale allow. **This needs investment and a planned approach to increase quantity and quality of recyclable materials collected and processed**.
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If useful, LINK can provide further policy examples or initiatives being taken by businesses.

Scope of work and deliverables
1. Two versions of the film. One which includes a link to the petition and requests viewers to sign. The other which stops short of this.
2. Total number of master films: 1.
3. Duration of films: Must be suitable for both Twitter and Facebook, so maximum 2 minutes 20 seconds.
4. Shoot/footage format: Shooting/footage in HD.
4. Master copy of films including background music, English subtitle text in full resolution HD format (.MOV file) in a professional Hard Disk.

5. Master copy of films including background music, English subtitle text in full resolution in MPEG 4 format.
6. Un-mix master of films in HD format (.MOV file) in professional Hard Disk.
7. Compressed files (low quality, small sized files) to suit for web site/mobile phone/social media upload.

Commissioning group
LINK's Economics Group

LINK Staff Phoebe Cochrane (with Miriam Ross) will support the coordination of this contract and dissemination of the film.

Tender proposal: requirements, methodology and budget
Proposals should explain how contractors would carry out this contract, which should include:

1. Details of work previously undertaken.
2. Description of visual media / format (ie film, animation ….)
3. Ideas for the script.
4. Breakdown of timescale for film development.
5. Breakdown of proposed costing within total budget of £6,000 (including VAT).
6. Telephone/ email/face-to-face contact with a small number of key stakeholders. for any additional support.
7. Before work proceeds, an inception meeting will be held between the Contractor and representatives from the commissioning group to agree framing of the film and timelines.

Proposed Project Timescale
1. 25th March 2021 Film tendering process
2. 25th April 2021: Deadline for receipt of tenders
3. 1st May 2021: Offer of contract.
4. 26th May 2021: LINK commissioning group review first iteration of the film.
5. 4th June 2021: Final version of the film

Signing off the film
The film will be delivered to, and then considered, and if necessary adapted, by the commissioning group.

Copyright
Ownership of, and copyright of the film shall be vested in LINK and contributing member organisations and the contractor will be acknowledged as the film maker. The film will be marked '2020 © Scottish Environment LINK' 'All Rights Reserved'. The contractor will be requested not to disclose, or permit to be disclosed, any confidential information provided to him/her by LINK and its members, or resulting from studies, research or surveys prepared by him/her for LINK because of the contract. LINK reserves the right to produce accompanying communication products. For the avoidance of any doubt this obligation on the part of the contractor extends to disclosure to the media.

Indemnity
The contractor will indemnify and keep LINK indemnified from and against any and all loss, damage or

liability (whether criminal or civil) and legal fees and costs incurred by LINK resulting from a breach of the agreement between LINK and him/her including any act, neglect or default on his/her part and breaches, which result in a successful claim by any thirdparty.

Payment

All payments will be made on satisfactory completion of work contracted, and LINK reserves the right to determine satisfactory completion.

Submission of tender proposal and deadline

Tender proposals should be emailed to **Phoebe Cochrane** at phoebe@scotlink.org **and cc Karen Paterson** at karen@scotlink.org by 25th April 2021.

Background information

The quantity and nature of the products that we use in our day to day lives have a huge environmental impact.

- Globally, consumption of natural resources has tripled since the 1970s and is set to further double by 2060[1].
- We use 3 times our share of planetary resources – in the raw materials we consume and the impact of our waste, based on our ecological footprint[2].
- The UN 2019 Global Resources Outlook, shows that the extraction and processing of natural resources sectors, such as the mining and farming sectors, are responsible for more than 90% of global biodiversity loss and water stress[3].
- In terms of climate change impact about 80% of Scotland's carbon footprint is from the materials and products that we use[4].
- The 2021 Circularity Gap report[5] found that circular economy strategies can cut global climate change emissions by 39%
- Habitat loss and pollution are associated with the whole life cycle of products, from growing / extraction and processing of raw materials; manufacturing products; using products; and the waste when products are discarded.

Because we import many of our manufactured goods, much of the impact is overseas – so the emissions don't show up in our territorial emissions (on which our climate change targets are based) and Scottish nature doesn't necessarily bear the brunt of the biodiversity impacts. This means that people don't necessarily associate the way we make and use day-to-day products with the climate and nature crises.

It is clear that we need to use our natural resources and the materials and products we make much more wisely.

A circular economy offers a new approach, based on the principles of designing out waste and pollution, keeping products and materials in use, and regenerating natural systems.

Designing out waste and pollution. The way that products are designed is really important – they must be designed such that their life-cycle environmental impact is minimised; so that they can be used for as long as possible; and so that, if there is any 'waste', it can be recycled and become a resource – a secondary raw material or a compost to replenish our soil.

Keeping products and materials in use. Products, such as buildings, cars, furniture, clothes or

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[1] http://www.oecd.org/environment/global-material-resources-outlook-to-2060-9789264307452-en.htm
[2] https://data.footprintnetwork.org/?_ga=2.142229874.1721097816.1611050745-1464076328.1611050745#/
[3] https://ec.europa.eu/environment/biodiversity/business/news-and-events/news/news-130_en.htm
[4] https://www.gov.scot/publications/scotlands-carbon-footprint-1998-2016/
[5] https://www.circularity-gap.world/2021

electronic goods, must be designed so that they are easy to repair and reuse, straight forward to disassemble and their component parts and the materials from which they are made are all re-useable or recyclable. Also, products that are typically idle much of the time, such as private cars or tools, are better shared, through clubs or libraries.

Regenerating natural systems. Instead of being extractive and polluting, our economy must be regenerative, and pay particular attention to the condition of our soil. Agriculture and other land uses must be regenerative, returning carbon and other nutrients to the soil.

The film 'The Story of Stuff' gives an excellent summary of the issues: https://www.storyofstuff.org/movies/story-of-stuff/

The following LINK documents may be of use:
- CE briefing https://www.scotlink.org/wp-content/uploads/2020/11/A-circular-Scotland-final-nov-2020.pdf
- Call for a strong circular economy bill https://www.scotlink.org/wp-content/uploads/2019/06/CE-Bill-call-for-Aug-19-logos.pdf ; infographic https://www.scotlink.org/files/post/SEL_Infographic_V3-1.pdf

The Ellen MacArthur Foundation (https://www.ellenmacarthurfoundation.org/) has many useful resources on the circular economy.

Specific examples of businesses embracing the circular economy:
- from around the world https://www.weforum.org/agenda/2019/02/companies-leading-way-to-circular-economy/
- and in Scotland: https://www.zerowastescotland.org.uk/circular-economy/in-action
- This briefing gives further information and outlines a number of policy changes that are needed https://www.scotlink.org/wp-content/uploads/2020/11/A-circular-Scotland-final-nov-2020.pdf