

I API CANNES YOUNG LIONS – YOUNG MARKETERS CATEGORY

Client: Social Entrepreneurs Ireland Brand: Social Entrepreneurs Ireland – Young Marketers	Project Owners: SEI / IAPI Judging Panel Project Title: Cannes Young Lions 22 Creative Competition
<p>CONTEXT - WHO WE ARE:</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 & 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>WHAT ARE THE ORGANISATIONAL OBJECTIVES?</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>THE CREATIVE CHALLENGE</p> <p><u>COMMUNICATIONS OBJECTIVES:</u></p> <ul style="list-style-type: none"> • SEI have developed a world class Spark Toolkit, a ‘how to’ guide that helps social entrepreneurs through each milestone in developing their businesses. Created by the SEI team, including lots of practical information and real case studies. • We are targeting specific key audiences (see below) that include traditionally hard to reach people. They often even shy away from identifying as an entrepreneur. They have the spark of an idea that needs nurturing and supports they may not have easy access to generally within their own friends/family networks. We need them to hear about SEI, learn about the free resource of this practical toolkit to enable them to take those first steps and build their confidence. • Success will be measured by engagement rates and downloads. 	

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WHAT PROBLEM ARE WE TRYING TO SOLVE?

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:

- The journey to start and scale an idea or solution to a social problem is unclear, especially when you are discriminated against and marginalized.
- 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:

One of the goals of the Spark Programme is to reach people whose socio-economic background, level of education, geography, ethnicity, or migration status might act as a barrier to them believing that their idea has potential and putting themselves forward.

We also hope to inspire and engage those with a close connection or insight on a social problem.

Groups we're hoping to reach 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.

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KEY MESSAGE

[General/overview] 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.

[Directly to respondents of CYL brief] SEI aims to make social entrepreneurship accessible and attractive to people from all backgrounds, with a particular focus on people from under-represented and marginalized communities. We want to encourage all budding social entrepreneurs to take the first step on their journey by downloading the SEI Spark Toolkit.

[Directly to audiences] Drawing on our 17 years of experience of walking the journey with social entrepreneurs, we've created this toolkit to help YOU take the first steps from idea to action. In the seven sections, we take you from the ideation and research stage through to piloting and sharing your story. We have also tried to demystify the technical and legal elements around setting up an organisation whose mission is to solve a social problem.

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

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

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.
- *"We wanted to take this opportunity to thank the team at SEI for your support. We definitely wouldn't be where we are if not for your constant financial, emotional, practical and philosophical support. Being a part of the SEI community is hugely important to us all."* **Tammy Darcy, founder of The Shona Project (SEI Impact Awardee)**

WHAT IS THE DESIRED RESPONSE? CALL TO ACTION

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).

We would like to see demonstrations of how the Young Marketeers could help to drive awareness of the SEI Toolkit, in particular using their own brand's marketing resources, products and channels, to encourage action through engagement with SEI and ultimately downloads of the SEI Spark Toolkit. How to reach the people we have identified in a respectful and appropriate way by marrying this activity with your own company's brand and values?

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.

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DELIVERABLES – YOUNG MARKETEERS

- Presentation (PPX/PDF - max: 10 slides / 25MB)

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