

Just Imagine: Curation and Project Delivery
Project brief

Background and Context

The world has changed dramatically over the last 60 years. Humans have altered huge significant chunks of it. The way we live and the food we eat is driving the destruction of global habitats and increasing climate change. Earth is our home. Our planet sustains us: from the food we eat, to the water we drink and air we breathe. But it's not just us that depends on its beauty. Every living and breathing thing in the Earth's tropical rainforests, polar seas, coral reefs and grasslands depending on it to survive.

As Sir David Attenborough makes clear in his new documentary A Life on Our Planet, the natural world is our life support system. If we continue on our current path, the damage we have caused will be irreversible. However, the fate of the planet is not a done deal. Together we can build a better world.

We know the scale of the challenge we face, we have the solutions and we are at a key moment in history, where we have the power in our hands to imagine and call for a better future.

Inspired by David Attenborough's latest Netflix release, David Attenborough, A Life on Our Planet, WWF launched Just Imagine, a creative call out to engage and empower the creative sector to envision a better future.

Just Imagine works with creative partners, networks, collectives, institutions, and individuals to create art that changes society's perception on nature and helps us to make it politically and socially unacceptable to destroy nature.

Launched on 9th November 2020, the creative call out asked artists throughout the UK to take inspiration from the David Attenborough: A Life on Our Planet film and respond to our creative brief. The project will act as a platform for a nation-wide creative response to the solutions and messages in the film.

Just Imagine provides a platform for artists throughout the UK to create a new narrative on the protection of nature in a way that brings people together and educates and inspires their communities to protect our planet by entering our creative competition.

The competition was open to the whole creative arts sector and judged by a panel, with the 12 winners securing space in our exhibition, which launched virtually on 29th April. Winners in each disciplinary category will form a group who will work with WWF and stage further public exhibitions of their work. WWF will work with the winners and entrants to establish further activations for the artwork.

Once safe to do so, we will run a touring exhibition which will be taken to communities, decision-makers and showcased in open air locations throughout the UK. The exhibition aims to influence and mobilise the communities in which it takes place to illustrate the power of the creative community in shaping new ways of thinking.

	<p>One of the core purposes of this work is to connect with audiences that WWF-UK have so far had limited engagement with and to provide opportunities for people and communities that are often underrepresented in the environment movement/climate action.</p>
Project Vision	<ul style="list-style-type: none"> • Hundreds of people respond to WWF brief to produce work and take action on environmental issues through arts activity initiated through David Attenborough: A Life on Our Planet • Key influential institutions and networks within the arts and cultural sector play an active role in shaping a future that puts nature at the forefront of COVID-19 recovery by creating innovative work that is displayed in communities throughout the UK and tells the story of how we can build back better • WWF reach new voices and diverse audiences across the country and empowers them to imagine and create a better future • WWF uses its capacity building expertise to develop a series of creative skills share sessions which train creatives on the issues within the DA film, the solutions, their power and how they can use their practices to help UK population to realise a better future • WWF uses its campaigning resource to showcase the public mandate for change through organising lobbying events and PR stunts which utilise the work and contribute to a shift in political narrative.
Timeline	June to October 2021, with potential to extend.
Project Objectives [Please note, these are overall project objectives, not all objectives are related to this specific scope of work]	<ul style="list-style-type: none"> • Create a diverse online community of over 100 creatives from across the UK through the creative call out and screenings activity • Launch a creative leadership programme, recruiting 30 creative champions to organise events • Work with 5 institutions and 10 networks/ initiatives, forging relationships with new and established voices and providing space for them to utilise their creative skills to shift public narrative. • Stage a (or multiple/touring) public exhibition of works from the creative call out and an impactful launch event with political and business leadership in attendance. • Launch a masterclass training programme recruiting creative leaders from across the sector
Scope of Work	<ul style="list-style-type: none"> • Curate the Just Imagine entries and winning artwork to help identify which pieces are most appropriate for use in a broad range of uses and activations in the lead up to COP26 and beyond. • Scope out potential activations for the Just Imagine project, working across teams in WWF to identify opportunities to connect with existing initiatives. • Research and scope out potential partnerships that will maximise the reach of the Just Imagine project in key target locations. Work closely with the Partnerships team at WWF-UK to identify potential existing partnerships to leverage for the Just Imagine project. • Secure physical exhibition space and deliver events for the Just Imagine project, with an emphasis on Great Big Green Week (18-26 September) and the lead up to COP26 (1-12 November). • Work with artists to secure agreement on a broad range of uses for the artwork. Manage licensing and payment terms with artists.

	<ul style="list-style-type: none"> • Work with the Community Manager and Movement Building Manager to align Just Imagine with existing and potential Movement Building activities.
Deliverables & KPIs	<ul style="list-style-type: none"> • Create a database of Just Imagine entries, to enable easy identification of artwork for a variety of uses. • Create and maintain a tracking document, to list and categorise the information of potential partners and activations. • Create delivery plan for integration of Just Imagine project into Great Big Green Week and COP26 (and beyond) activities. • Plan and deliver at least 5 physical exhibitions across the UK. Create a toolkit to enable communities and creative leaders to host their own Just Imagine events (physical and digital). • Plan and deliver at least 15 art activations across the UK. • Create a template for licensing artwork and secure licensing and payment terms with the 12 winning artists. Template should be used to secure use of other Just Imagine entries as appropriate.
Budget	£5,000 - £7,500 [including VAT] Expected ~2 days per week, from June - October.
Key Contacts	kmachin@wwf.org.uk
Further information	https://www.wwf.org.uk/just-imagine https://greatbiggreenweek.com/
Response to brief	Please send your CV, testimonials and a proposal (max 5 pages) to kmachin@wwf.org.uk by Tuesday 1 st June.