



# REQUEST FOR PROPOSALS: CHANGING THE CLIMATE NARRATIVE IN CANADA

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DEADLINE: FRIDAY, NOVEMBER 4TH, 2022

The Trottier Family Foundation (TFF) wants to create a version of Australia's The Juice Media Honest Government Ads but for a Canadian audience. Focusing on climate change content with a satirical approach similar to these:

<https://www.youtube.com/watch?v=hoMUXjIVN5g>

<https://www.youtube.com/watch?v=QIyKmqEdgR4>

## ABOUT TFF

The Trottier Family Foundation is a Montreal-based private family foundation whose purpose is to support registered charities in the areas of education, science, health and the environment. TFF is interested in innovative solutions and effective measures that mitigate climate change and reduce greenhouse gas (GHG) emissions, while addressing social, economic and equality issues. We are interested in exploring new avenues to communicate the urgency of the climate crisis and climate action and are seeking partners to create and mobilize media content that de-bunks and refutes mis- and dis-information being propagated on climate and environmental actions and policies in Canada. We are looking for you to produce content that is hilarious and provocatively funny.

## BACKGROUND

A 2022 report<sup>1</sup> produced by the Institute for Strategic Dialogue (ISD) in the margins and aftermaths of COP26 indicates that “the failure to stem mis- and disinformation online has allowed junk science, climate “delayism” and attacks on climate figures to become mainstreamed”. In particular, the report highlighted the following:

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<sup>1</sup> <https://www.isdglobal.org/isd-publications/deny-deceive-delay-documenting-and-responding-to-climate-disinformation-at-cop26-and-beyond-full/>

- “A small but dedicated community of actors boasts disproportionate reach and engagement across social media, reaching millions of people worldwide and bolstered by legacy print, broadcast and radio outlets”
- “Tech platform systems appear to be amplifying or exacerbating the spread of such content”
- “The taxonomy of harm relating to climate mis- and disinformation has been poorly defined to date, providing an inadequate basis for response”

As a means to counteract the negative and detrimental narrative around climate change policies in recent years, creating new narratives that reframe such climate policy context is an avenue that could have persuasive effects. For instance, the independent and self-produced “Honest Government Ad”, ran by the small team at “The Juice Media<sup>2</sup>”, in Australia, has been able to capture attention of a broad range of audiences in the past few years around negative climate policies within the Australian government. The Juice Media project has been very effective at offering a light, yet sharp, alternative take on climate issues. Based on research, analysis and synthesis, The Juice Media uses comedy (and clever screen montages) to bring attention to issues that may otherwise be difficult for the lay person to comprehend or struggle to capture attention to in a regular setting (e.g., traditional media).

Evidence indicates that the use of humour (especially satire)<sup>3</sup> can generate positive outcomes when it comes to climate literacy and climate action. Yet, Canadians are insufficiently engaged when it comes to climate change information and have a low level of trust in the news compared to four years ago – reflecting wider trends towards increased polarization<sup>4</sup>. Canada is also prone to negative and detrimental narratives around climate change (denial, deception, delay), and so we hope that supporting the creation of a similar outlet/initiative such as the Honest Government Ads can help to

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<sup>2</sup> <https://www.thejuicemedia.com/>

<sup>3</sup> <https://www.tandfonline.com/doi/abs/10.1080/17524032.2020.1756888?journalCode=renc20>

<sup>4</sup> <https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2022/canada>

counter-balance some of the negative discourse around climate change – especially in a context of increasing political polarization.

## PURPOSE

In order to support a new type of narrative around climate action, TFF is issuing a Request for Proposals (RFP) to seek a partner or partners\* that will be able to ideate, research, document, create, produce, distribute and mobilize media content that debunks and refutes mis- and dis-information being propagated on climate and environmental actions and policies in Canada. In a nutshell, we want a Canadian version of Juice Media’s Honest Government Ads! This means short (2-4 min) yet engaging online video content that puts the climate action urgency left, right and center.

This initiative should have a national focus and deliver clever, hilarious, professional, and highly credible messaging around climate and environmental actions that isn’t found in current mainstream avenues of information (i.e., traditional media, scientific literature, ENGOs). It should cover the latest political context from a climate perspective and be bold in its approach.

*\* As a charitable foundation TFF is only able to provide funds to registered charities and qualified donees. If you don’t have charity status, we could help you find one.*

## PROPOSAL DOCUMENT CONTENT

The format of the proposal is of your choosing: should you wish to send us a written proposal, please keep it to a maximum of 10 pages – we don’t want you to produce a master’s dissertation; should you wish to be more creative and send us a video that captures the information below, feel free to do so – we remain flexible on the style of your proposal. Proposals should contain the following information:

- Organization name, address, and registered charity number (if any)
- Title of project

- Total funds requested
- Overarching strategy or theory of change
- Project description and scope
- Summary of proposed activities and deliverables (e.g., content creation, communication strategy, website, anticipated followers, etc.)
- Information on types of social media tools you may use (YouTube; Twitter; Facebook; TikTok; Instagram; etc.)
- Anticipated timeline (start date, milestones, end date)
- Expected outcomes or key performance indicators
- Budget breakdown by activity/deliverable
- Relevant experience, past work/activities and demonstrated interest in climate communication
- Information about the team
- Contact information (name of contact person, title, and email)

## EVALUATION CRITERIA

The Trottier Family Foundation will be using the following set of criteria to evaluate the initiatives received, based on a weighted scoring system:

### Scope of proposal (30%)

- Relevance/alignment with the intent of the initiative
- Means to achieve the desired objectives
- Reach of the initiative (national, provincial)

### Organizational expertise & capacity (25%)

- Track-record and/or experience... in other words, impress us with your skills!
- Understanding of the climate & political context in Canada

### Independence of speech (25%)

- Ability to speak freely (and to be bold) on current/upcoming climate and environmental policies without being held back or censoring oneself because of governance or funding structures

### Budget proposed (20%)

- Associated costs to run and deliver the initiative

*Note: We hope to integrate The Juice Media into the project from a coaching perspective, to provide guidance, best practices and lessons learned from their own experience (not from an oversight perspective). You must demonstrate an openness to working with the team from Juice Media in a form agreed to by the parties.*

## ELIGIBILITY

- We are looking for “out of the box” thinkers and creators. Applicants should be well-versed in – or familiar with – climate issues as well as Canadian political context, while also being knowledgeable on delivering professional communication content.
- We are conscious that the model that we want to replicate (Honest Government Ads) has been built from the ground up, which gives it its unique signature, but we’re hoping nonetheless to emulate this style of climate communication, which would likely be bold, non-apologetic and straight to the point... and we want everyone to laugh!

- Lead applicants would have a current and valid charitable status from the Canada Revenue Agency... but don't let that stop you from applying! If you think you would rock this mandate, yet don't have charity status (or a partner that does), we could help you find one.
- Applicants may apply:
  - individually OR in collaboration with other organizations.
  - for up to 3 years of funding depending on the selected scope.
- Proposals can be submitted either in English or French
  - We may consider funding separate initiatives to target both EN- and FR-speaking communities.

## SCOPE OF WORK AND FUNDING STRATEGY

**OBJECTIVE:** Counteract mis- and dis-information on climate and environmental discourses in Canada through new narratives; mobilize and engage a broad spectrum of the population on this crucial issue.

### FUNDING STRATEGY

#### A. Research

While there have been various climate pledges, objectives, targets, and commitments that have been made at the national, provincial, municipal levels, as well within the private sector, there remains a need of ensuring that policies and actions towards those commitments are accurate and enacted. For instance, in the coming year alone, the federal government will be advancing policies on GHG emissions cap for the fossil fuels sector; developing zero emission vehicle mandates and regulations; advancing negotiations and regulations on carbon border adjustments; developing a national adaptation strategy, developing the hydrogen sector... just to name a few. As such, researching, collecting, and analyzing the current landscape of climate policies and



actions that are not aligned with Canada's (and provincial/territorial) commitments is required in order to hold governments accountable.

### **B. Communication, engagement, and mobilization campaign**

Peer-reviewed studies have shown that humour can significantly contribute to generating positive outcomes when it comes to climate literacy and climate action. Humour is therefore a strong vehicle to convey the urgency of addressing climate change and highlight the discrepancies between Canada's climate goals and its policies. Using such a lever, we seek an organization(s) to establish a novel, fun and "out of the box" way of communicating about climate change policies and actions in Canada. Through this means, we hope that the organization(s) will lead an engagement and mobilization campaign that will point out both the bad policies but also encourage followers to demand more climate action.

We are open to other ideas, strategies, approaches, or solutions to lead this new and unorthodox initiative.

### **C. Targeted "culprits"**

As part of this work, we are seeking to hold most levels of governments (provincial and federal) accountable for their climate actions (or lack thereof), as well as climate delayers such as those in the finance sector, anti-climate lobbying associations or any other stakeholders delaying climate action. The sky is the limit in terms of your target audience!

## **BUDGET**

Up to \$100,000 per year for 3 years (or \$300,000 in total). Unfortunately, TFF cannot go beyond this total budget.



## HOW TO APPLY

**Proposals are due by Friday, November 4th, 2022.**

Please submit your documents by email to [jptoussaint@trottierfoundation.com](mailto:jptoussaint@trottierfoundation.com). Please indicate REAL CLIMATE TALKS (and your organization name) in the subject line.

The Foundation anticipates making decisions by year end with funding allocated in early 2023. If you have any questions or requests to discuss, please email Jean-Patrick Toussaint, our Climate Program Senior Director, at

[jptoussaint@trottierfoundation.com](mailto:jptoussaint@trottierfoundation.com).

*Note: TFF plans to convene the successful applicants a few times a year to coordinate and share best practices. There will be no reporting requirements.*