

# Support. Don't Punish

## CONCEPT NOTE & CALL FOR TENDERS

Video showcasing the campaign's 2017 Global Day of Action



### THE CAMPAIGN

**Support. Don't Punish** is a global advocacy campaign calling for better drug policies that prioritise public health and human rights. The campaign aims to promote drug policy reform, and to change laws and policies which impede access to harm reduction interventions.

Every year on, or around, 26 June, the campaign organises a **Global Day of Action**. The date is also the *United Nation's International Day Against Drug Abuse and Illicit Trafficking*, a day on which governments celebrate their contributions to the global "war on drugs". In the past, some governments have held public executions or beatings of drug offenders.

The Global Day of Action seeks to reclaim this date with high-profile and visually symbolic local *actions* organised by activists around the world. These actions provide a platform for affected communities, catalyse networking, facilitate engagement with decision-makers and encourage debate in the public sphere.

### THE PREMISE

The 2017 Global Day of Action of the campaign was its fifth and, so far, its most successful. Thousands of people joined actions in 206 cities in 94 countries. We want to honour and recognise those voices in a video that is mostly retrospective (featuring the 2017 day of action), but also forward-looking (inviting others to join in next year's Day of Action).

### VIDEO STRUCTURE

We're at a very early stage in terms of conceptualising the project, but we would like it to showcase the marvellous photos and footage that we have received from all around the world. These materials document most of the different actions that activists organised for the campaign and could be pre-selected to facilitate the production of the video. The video could also rely on text / music to help with storytelling and pace.

### LOOK & FEEL

We expect to work closely with the production team on this aspect, but expect the video to be:

- **Short and concise** | Maximum 3.5 minutes long.
- **Fast paced and attention grabbing.**
- **Inspiring and galvanising.**

### BUDGET

We're expecting to invest between £600 and £1,200, depending on the complexity of the proposal.

### SUBMITTING AN EXPRESSION OF INTEREST

Please send an e-mail to Juan Fernandez Ochoa ([jfernandez@idpc.net](mailto:jfernandez@idpc.net)) before Friday, 8 September 2017. Make sure to include links to previous work, a portfolio or show reel.