

# PeaceGold – Brand Brief

## Invitation to tender

7 September 21

### ***Background***

Congolese NGO, Centre Résolution Conflits (CRC) promotes reconciliation and peacebuilding in communities affected by violent conflict in the province of Ituri, eastern Democratic Republic of Congo (DRC).

Since 2017, they have worked with two cooperatives operating within artisanal gold mines. They are supporting the coop members to consolidate peace by improving responsible mining practices and producing conflict-free 'PeaceGold'.

Currently, over 90% of the gold mined in DRC comes from artisanal and small-scale mines. Many of the people working in these mines have fled violence and include vulnerable groups such as women, children, and former combatants.

The cooperatives have already made significant progress towards eradicating child labour and have supported former combatants through employment and the provision of psychosocial support, resolved conflicts, and removed the harmful use of mercury. These improvements have enabled miners to increase their monthly income by 60% and set up a community social fund. With support from the European Partnership on Responsible Mining, the cooperatives are also working to align their activities with the CRAFT Code and the OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas.

### ***What we need***

Peace Direct is looking to work with a specialised agency to create a unique brand identity for PeaceGold. This will allow us to market the gold to legal buyers in international markets, and to tell the story of PeaceGold to anyone who might be interested in buying the products.

As the project moves into the next phase, we will be undertaking a test to legally export the gold for sale in international markets. With only one exporter licensed to legally export from Ituri and significant constraints for minerals from conflict-affected and high-risk areas to access international markets, much of the gold mined in Ituri province leaves the country informally or illicitly. So, our brand will need to connect and inspire buyers with the story of PeaceGold.

Through the PeaceGold brand, CRC and Peace Direct aim to strengthen livelihoods of miners within partner cooperatives and demonstrate supply and demand for conflict-free, responsibly mined gold in Ituri. The brand will be integral to raising awareness and creating demand for this gold.

The brand will include visual elements such as the logo, stamps, microsite, as well as content and storytelling which will be refined and planned over the summer. All elements should be cohesive and provide a 'luxé' feel given the audience.

### ***Key Audiences***

- Primary: Legal buyers: B2C – jewellers and B2B – refiners, manufacturers:
  - Already engaged in ethical production
  - Sourcing from small scale sites
  - Engaged in supporting conflict affected areas

- Secondary: our funder, EPRM; other NGOs working on ethical mining; policymakers; CRC and Peace Direct audiences for general information on work

### ***Timeline and Sequencing***

	Sept. 21	Oct. 21	Nov. 21	Dec. 21	Jan. 22	Feb. 22
Brand/logo Development						
Microsite Development						
Test export (in DRC)						
Public brand launch						

### ***Budget***

We estimate a total budget for this work of a maximum 12,000 GBP inclusive of VAT and any taxes for brand ID and microsite development.

### ***Key Outputs for Brand ID***

- Brand logo and ID
- Brand guide and strategy
- Logo files
- Stamp for application on the gold
- Project Microsite

### ***Deadline for Responding to Brief***

Please respond with an expression of interest by September 29, 2021. We will then schedule a call with you to discuss your proposal in more detail. Please include relevant examples of your work. We will aim to appoint a consultant / agency by the week commencing October 4, 2021 with work beginning in October.

As per the timeline above, we are aiming for to finalise brand conception by November 2021, with a website launch between January and February 2022.

### ***Contact Information***

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