



One liner. Brief in a tweet.

One liner:

Project: Transforming Climate Narratives to catalyze action for the future we deserve

Background

Our organization New Zero World is a not-for-profit, global communications hub laying the foundation for a sustainable future through impactful communication.

New Zero World is launching a global campaign for people and the planet. We are in need of a brilliant marketing strategy coming from creative & compassionate minds from the different business sectors.

The task is for the stakeholders from the private, public and academic sectors to strategize the creation of a Global Campaign for the Planet which will be soft-launched at COP27 and continue through 2030.

The Challenge

The primary objective of this action-oriented campaign is to

1. Create a new and transformative narrative around climate change TO CATALYZE ACTION. The campaign aims to inspire individuals to become effective stewards of the life on the planet by taking action and making positive changes in their daily lives.

We need to move beyond climate as a single issue and highlight its interconnectedness with nature, the economy, human rights and social justice. Shifting beyond individual behavior change and towards this systemic thinking is key to solving the challenge.

For example, when you understand that climate change is about the food you eat, the clothes you wear, the car you drive, where you live and more, you will see that the actions can be found everywhere.

For example: Every job is a climate job: whether you are a teacher, a politician, a doctor, a creative, a media planner, a priest ... every act of change can make a difference.

Quotes to inspire the campaign:



"It's not climate change - it's the everything change." - Margaret Atwood (narrative: interconnectedness)

1. **COMMUNICATE: Currently, media framings of the climate crisis are doom-laden and disempowering, rather than solutions-focused and motivating.** The narrative around climate change fostering a sense of empowerment, showcasing the positive actions being taken to mitigate and adapt to the changing climate, without falling into complacency either. **Hope is not passive - it's something we need to actively create.**

Target Audience

The target audience for the campaign is broad and includes individuals of all ages, backgrounds, and geographical locations. However, a particular emphasis will be placed on engaging Gen Z and millennials who are the generations most concerned about environmental issues and have the biggest potential to drive meaningful change.

Insight

The campaign should not solely focus on doom and gloom. While it is important to communicate the urgency of the climate crisis, the campaign should also highlight success stories, the power of collective action and achievable solutions. Inspiring hope and optimism can motivate individuals and communities to take action and contribute to a collective vision for a sustainable future. But it's crucial to stress that this opportunity requires active engagement.

Strategy

Inspire hope and optimism by showcasing success stories, highlighting positive actions, and recognizing the progress made towards a more sustainable future. Celebrate milestones and achievements to reinforce the belief that collective efforts can make a difference.

Key Message

Together, we can change minds, actions, and systems.

Together, we can protect people and planet alike.

Together, we can create the future we deserve.



KPI considerations:

1. EXPOSURE: Vast number of people who have been exposed to your campaign message or content. **(during campaign)**
2. AWARENESS: Generate media coverage and public awareness for this campaign. International coverage **(during campaign)**
3. ENGAGEMENT: Assess the campaign's impact on social media platforms. **(during campaign)**
4. ACTION: Multi-level action from social media engagement, behavior change intentions, community initiatives to political action taken. Ideally longitudinal measurement. **(during and after campaign)**
5. UNIFICATION: Identification with an umbrella movement and active engagement with initiatives and networks. Ideally longitudinal measurement. **(during and after campaign)**

Timeline and Budget:

The campaign will run for nine months, starting from April, 2024 until December 2024.

Budget for the campaign will be 250,000 US Dollars and also earn media and donating media.

Personality

*The NIKE/ APPLE campaign for the climate movement. Elevating the human spirit

- Young and energetic, exciting, vibrant, alive
- Assertive, empowered and urgent
- Brave, courageous, proactive
- Innovative and business smart
- Optimistic, hopeful, empowering individuals
- Intersectional, moving beyond climate as a single issue

Campaign Do's and Don'ts

Don'ts:

- Pessimistic, doomism and the notion that there is no future
- Imagery of doom, destruction and
- Overly optimistic and complacent (strike a balance)
- Conflict, polarization and binaries of good/evil.
- Technical language and jargon
- Only focus on climate (remember, it's "everything change"!)



- Use the term “global warming”

Do's:

- Use “climate crisis” over “climate change”
- Utilize visual, verbal and written storytelling
- Highlight the urgency of climate action alongside solutions and hope.
- Optimistic and giving a sense that a healthier future is possible.
- Innovative campaign. A strategy that will make you want to join as part of the solution for our planet.
- Collaborative, self-organized, inclusive.
- Visuals that show what the new world can look like instead of the doom and gloom (inspired by solar punk).
- Move away from stereotypes and appeal to broader audiences, especially young audiences.
- Do something different. Remember, “it’s not climate change, it’s everything change.”
- Accessible language, data minimalism, some striking statistics when appropriate
- Refer to people’s everyday lives and how climate change affects them

Specific Deliverables

10 slide PDF

Note: You will need to use your client organization in the deliverable, including your company logo. Think how your campaign can be a collaboration between your organization and New Zero World.

Additional info:

Climate change is a complex phenomenon that affects multiple aspects of our planet and has wide-ranging impacts for humans. Climate change has occurred throughout the Earth’s history, but is currently happening at a thousand times its natural rate due to human activity, threatening the Earth’s ecosystem and humanity’s survival.

Here are some of the areas and systems that are being affected by climate change:

- Global Economy: instability due to extreme weather, food shortages



- Migration, climate refugees and resulting conflict
- Food security: crop failures due to extreme weather
- Cost of Living: caused by our over-reliance of fossil fuels, food shortages
- Public health: increase of infectious diseases, air pollution, climate-related mental health issues

More detail about the effects of Climate Change:

Temperature: Rising global temperatures are one of the most prominent effects of climate change. This impacts various ecosystems, weather patterns, and human health. Heatwaves become more frequent and intense, affecting vulnerable populations and increasing the risk of heat-related illnesses.

Sea-Level Rise: As global temperatures rise, glaciers and ice caps melt, leading to an increase in sea levels. Rising sea levels pose a threat to coastal communities, ecosystems, and infrastructure, causing coastal erosion, saltwater intrusion, and increased vulnerability to storm surges.

Extreme Weather Events: Climate change contributes to the intensification and frequency of extreme weather events such as hurricanes, cyclones, droughts, wildfires, and heavy rainfall events. These events can have devastating impacts on ecosystems, agriculture, infrastructure, and human populations.

Ecosystems and Biodiversity: Climate change disrupts ecosystems and threatens biodiversity. Shifts in temperature and precipitation patterns can affect the habitats and distribution of plant and animal species. It can lead to shifts in migration patterns, alter the timing of biological events (such as flowering or breeding), and increase the risk of species extinction.

Agriculture and Food Security: Climate change poses risks to global food production and security. Changes in temperature, rainfall patterns, and increased occurrences of extreme weather events can negatively impact crop yields, livestock production, and fisheries. This can lead to food shortages, increased food prices, and challenges in meeting the nutritional needs of a growing population.

Human Health: Climate change impacts human health in various ways. Heat-related illnesses, increased prevalence of vector-borne diseases like malaria and dengue fever, air pollution-related respiratory problems, and mental health impacts due to climate-related



disasters are some examples. Vulnerable populations, including the elderly, children, and those with pre-existing health conditions, are particularly at risk.

Using your super powers:

TED Talk. Dr Ayana Johnson.

<https://youtu.be/VsOJR40M0as>

The New Zero World -Research Lab has developed a White Paper titled “A New Era in Climate Communications” which provides key insights into climate communications research as well as contributions from leading voices across different sectors, with the purpose of using the power of creativity and communications to influence and promote actions for the future of our planet. This White Paper is part of a big effort to start a movement towards building new climate narratives, mobilize global campaigns and position climate change in a different and more empowering way – one that taps into the power of human creativity for solutions and hope for the future.

We are inspired by this quote from Margaret Atwood which describes perfectly how we should view the climate crisis: “It’s not Climate Change, it’s Everything Change” (as in everything we do, eat, wear, drive, our jobs, our future – all can be transformed to support life on the planet and secure a sustainable future. Leading with optimism and hope is the bravest thing we can do in the face of the climate emergency.)

Examples:

https://www.nike.com/a/sustainability-talking-trash-billie-eilish?cp=78196442393_brom