

Real World Sustainability Wales Climate Change Commission CSAD BAGC3

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Mission Statement

'To encourage the youth of today to strive for a safer, stronger, fairer and sustainable Wales'

Background

Cynnal Cymru has an obligation to raise the awareness of climate change to those who are not well-informed on the crisis. Climate change is a global issue which needs to be addressed immediately if we are to see any beneficial effects to the global climate. These changes in the environment are approaching and has already had a tremendous effect on the global climate with temperatures expecting to rise 6 degrees by the end of the century. This project challenges us to find out the younger generation's views on sustainability & global consumerism within a materialistic world. As a creative team our aim is to engage with this target audience in order to communicate our key message. Our project goal, therefore, is to create an awareness campaign that will appeal to the younger generations to engender

future sustainability-conscious citizens. The “Climate Change” creative team at Cardiff School of Art and Design have been assigned to lead the project " Cynnal Cymru/Sustain Wales: 6 Degrees of Climate Change”

Objective

Our client has proposed that we focus on promoting the awareness of a safer, stronger and fairer stance on climate change in Wales for the younger generation. Our creative team will motivate the target audience to become sustainability-conscious citizens through highlighting the importance of efficient resourcing and reduced emissions. The campaign will be focusing on the event COP21 (the global CC talks in Paris in December) as this is a focal point for the CCC.

Target Audience

The target audience for our challenge is within the age range of 16- 30 years old specifically students. We believe the message we are trying to put across needs to have an impact on younger people because they will be the ones that will make a difference to their future planet. Although we wanted to possibly target an even younger audience, we felt that from the age of 16, people are able to make their own conscious decisions on large issues like climate change. We also thought that children younger than 16 are likely to be taught about climate change issues in school, and so we want to target them as independent individuals that can learn from our message and make a difference.

Important Things To Say

“There will be a six degree temperature rise in the world before the end of the century”.

This is the statement we found to be hard hitting. With this as a key message we aim to stress how serious the problem of climate change is. Our approach is to apply a positive outlook on the matter: we aim to educate people on the problems and offer advice on how everyone can make a positive difference.

What’s Compelling About The Cause

Working under the umbrella of Cynnal Cymru/Sustainability Wales, reminds us all that this issue is **really close to home** - we all live and breathe in Wales. It matters to us!

Phases of Creative Development

Phase One:

- Contact client with questions relating to budget, language (bilingual or only English), and any specific climate change issues
- Organise list of stakeholders - identify who can be contacted and when?
- Research existing climate change campaigns and review their successes/failures in order to brainstorm an effective idea
- Conduct interviews with our target audience to gain insight on their knowledge of climate change and their level of concern about the issue.

Phase Two: Ideation Phase, gathering, interpreting and visualizing research, developing promising ideas, working with stakeholders to elicit feedback and proposed refinements.

Phase Three:

Create a series of concepts and prototypes for ideas for the campaign movement entitled '6 Degrees' which stems from the issue that the Earth's current average temperature could rise 6° Celsius by the year 2100 due to greenhouse emissions. We will design imagery related to four sub-themes of climate change, which will hone in on specific climate change issues. Present concepts to clients for feedback.

Phase Four: Refinements, implementation and sustainability plan for taking concepts into production. Pitch to client.

Schedule

The final deadline for the creative brief is 5th October 2015 with a final client presentation scheduled for 30th October 2015. At the presentation, we will propose our 6 Degrees campaign to the client.

The first deliverable to the client is the creative brief followed on 8th October 2015, by concept boards that the client can review. Each concept board will include the overall communication idea of raising concern on climate change, in addition to a selection of proposals for communication outputs that position the concept clearly to the audience.

Date: 8/10/15 - Initial creative review with concept boards. Client selects (n) for refinement

Date: 15/10/15 - Formal internal creative presentation with concepts shown in all media. Tweak as necessary

Date: 30/10/15 - Final pitch