

## MEDIA

### One liner. Brief in a tweet

*To activate and unify the voices of young people to promote climate action through the power of media planning.*

### Background

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

The New Zero World “Youth Program” is a division whose mission is to bring young leaders and young creatives together to create strategic campaigns mobilizing transformative action for climate and nature.

We are mobilizing the climate community, media and creative industries to be active participants in the solutions we need to achieve a Net Zero Future and protect all life on earth, along with global policy, governments, NGOs and other partners.

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### The Challenge

The primary objective of this action-oriented campaign is to :

1. **Activate and unify the voices of young people to promote action on climate change (how we act on it)**

#### Other objectives:

- Create a new and transformative narrative around climate change **(how we talk about it)**
- Create a roadmap for action, especially for those new to the movement **(how we engage with it)**

More detailed explanation:

1. **UNIFY: Young people have been the megaphone of the climate movement.** We need urgent action on the climate crisis and want to mobilize the most powerful voices in the movement: The Youth.

They have been very successful in doing so, but there is a need for an umbrella movement to supercharge climate action - unifying all youth organizations around the world to work together, communicate and take action in a more strategic way.

We want to create identifiable branding that will help maximize the momentum created from marching on the streets and help young people become agents of transformative

systemic change (on an economic, political and societal level). This movement should inspire young people to influence their families, communities, institutions, brands, and governments, ultimately driving impactful, positive change.

The idea is for this movement to maximize the momentum created from marching on the streets and help young people become agents of transformative systemic change (on an economic, political and societal level).

#### **How to talk about it:**

**Currently, media framings of the climate crisis are doom-laden and disempowering, rather than solutions-focused and motivating.** The narrative around climate change should strike a balance between highlighting the urgency of the issue as well as 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.** We also need to move beyond climate as a single issue and highlight its interconnectedness with nature, the economy, human rights and social justice. As Margaret Atwood said, "It's not climate change - it's everything change."

#### **How we engage with it:**

**We want to empower people to find their superpowers and for everyone to become the heroes of tomorrow.** We need to go beyond raising awareness and actively engage people on multiple levels — in everyday life, their local communities, and politically. Many individuals are overwhelmed by the enormity of the challenge, or unaware of the huge potential of their actions. We want to inspire individuals to become active participants in the future we're creating and start making positive changes in their daily lives, communities, as well as engage politically. Inspired by Dr Ayana Johnson's Climate Venn, we want people to discover their place in the climate movement - the intersection of their passions, skills and what is needed to create lasting change.

Quotes to inspire the campaign:

- "It's not climate change - it's everything change." - Margaret Atwood (**narrative: interconnectedness**)
- "Hope is an ax you break down doors with in an emergency." - Rebecca Solnit (**message: call to action**)
- "Another future is not only possible, she is on her way. On a quiet day, I can hear her breathing" - Arundhati Roy (**tone: hope and possibility**)

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#### **Target Audience**

We are targeting young global audiences between the ages of 16 to 29 — they can be students, young workers, young professionals that are interested in tracking climate action, but aren't very active in doing so. They might read about climate and environmental issues, but are passive or not actively engaged. - we want to find these people and show them the tools and ways to become more active.

## Insight

A key challenge in supercharging climate action is effective climate communication, which requires activating young people to serve as a megaphone for the cause. To successfully bridge the gap between awareness and action, it is essential to capture the momentum created through protest and guide people towards tangible solutions. Utilizing social media and peer-to-peer communication, young media planners can help identify a unifying roadmap to inspire collective action and empower individuals to participate in meaningful climate initiatives.

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## Strategy

This media approach will be part of the bigger global campaign launch later this year, which will aim to create new and powerful messages that resonate with different audiences. We intend to tap into the power of collaboration with global young communities and creatives to supercharge this movement for a long-term campaign, instead of a one-off project — creating a long term lasting impact. The climate crisis is just beginning and not going anywhere. We are looking for effective, medium cost media approach that will focus on the following KPIs:

1. REACH: Vast number of people who have been exposed to your campaign message or content.
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. Through social media, important cultural events that Young people already participate, Influencers and through partnering with youth lead brands ( no greenwashing)
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)**
6. **IMPRESSIONS**: 10 million people around the world.

## Key Message

Seize the opportunity to become the **heroes of tomorrow** by finding our superpowers, taking action and shaping the future we deserve.

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## 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

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## Campaign Do's and Don'ts

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### 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:

- 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 young audiences.
- Do something different. Remember, "it's not climate change, it's everything change."
- Use "climate crisis" over "climate change"
- Utilize visual, verbal and written storytelling

## Specific Deliverables

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Teams are asked to create an innovative media strategy that answers the brief. Teams must demonstrate how they intend on using selected media channels, how they will encourage engagement, how they will make use of emerging media, and how they will unearth consumer insights to drive the most compelling communication strategy.

A PDF presentation of no more than 10 slides describing your campaign.

The presentation must include one slide that visually summarizes your idea. The summary slide is included in the 10 slides.

A three-part written submission

Idea and insight - This includes your market research and data gathering. (150 words)

Strategy - Target audience, media planning and approach (150 words)

Execution - Implementation, media channels and integration, timeline and scale (150 words).

**Additional Information:**

Our organization is partnering with Governments and Media Companies to request Media space to announce this campaign. We are working with the support of the United Nations and exploring ways in which a new pledge to media companies can be in place to have a percentage of media dedicated to promoting climate action. The results of this petition later this year will fuel the availability of media budget allocated.

We are also working for this campaign with 100+ partners in the climate and global policy space, From WWF to Nature Conservancy to the United Nations and many others organizations. We are creating a unified group of partners. The execution of this campaign should also translate into the UNITY message we are proposing.

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.)

References for Young strategy on communications :

<https://climateoutreach.org/reports/engaging-young-people-with-climate-change-campaigns/>

Examples:

[https://www.nike.com/a/sustainability-talking-trash-billie-eilish?cp=78196442393\\_brom](https://www.nike.com/a/sustainability-talking-trash-billie-eilish?cp=78196442393_brom)