Script for video  
  
Hi I’m Abbie, I’m Freya, Joee and I’m Sri and we’re the Launceston STEMinists.

Our project The Blue Line focuses on building a climate resilient Hobart, creatively visualising data for an Environmental challenge and the use of generative AI. It’s community engagement through place-based activation.  
  
1/2. We all know our kids are our future and we want them to have a bright and happy life.

3. But the realities of climate change mean that much of that could be put at risk by a range of increasing threats.   
  
4. We’ve chosen to focus on flooding awareness and action.

5. We know the key to working towards a better future is education, engagement and community conversations that lead to action.

6. We’ve chosen to focus our communication project on an experience shared by all suburban communities at risk – bin day! Everyone has a bin! Bin day brings a sense of commonality in diverse communities and leads to kerbside conversations.   
  
<Hi Freya>  
<Hi Abbie, how are the kids?>

7. This brought us to The Blue Line, representing flood waters.

8. We used the Hobart flood map data to identify areas that experience flooding. These provided the streets that will form the sites of our installation.

9. We then layered the flooding data with public google maps of primary school locations to help find kids local to these streets.

10. With parental permission, primary school aged kids were chosen, photographed and asked “what can people do to solve climate change.”

11. Their images and quotes were then transferred onto vinyl stickers.

Using the bin day map, we determined which areas would have their bins out and while they were kerbside the stickers and blue lines were applied.

12. A brochure of actions to take locally will be dropped in letterboxes at this stage. This would feature information on local bus and cycle routes, land care groups, community gardens. The content will be tailored to each flood prone street.

13. The benefits of The Blue Line activation is it takes place at the site of the communities most likely to be impacted by flooding and provides simple calls to action from those who matter most, our kids. Unlike traditional advertising, bins emerge once a week to remind the community to take action. They are seen by pedestrian traffic and those driving through the area.

<what’s with the blue line?>

14. We imagine The Blue Line would be kicked off with a parade and interactive lazer light show that brings together those involved at a large-scale music and arts festival. Here further change making can be discussed.

15.

The Blue Line takes data off the computer and into OUR streets.