CREATE & SUSTAIN

A Digital campaign about Climate change

In this assignment, we have worked with developing a digital user centred design solution for Greenpeace with overall purpose to promote the climate change debate for a younger audience on the Danish market.

Objective

The objective was to develop and build a digital UX-focused *prototype* of a campaign website app, a SoMe strategy with suggested use and content – also producing a video of our progress to be used as a part of the campaign.

THE CLIENT

Who is Greenpeace?

GREENPEACE

/ (ˈgriːnˌpiːs) /

noun

an organization founded in 1971 that stresses the need to maintain a balance between human progress and environmental conservation. Members take active but nonviolent measures against what are regarded as threats to environmental safety, such as the dumping of nuclear waste in the sea.

Greenpeace is an independent,campaigning organisation which uses non-violent, creative confrontation to expose global environmental problems, and to force the solutions which are essential to a green and peaceful future. **Greenpeace's** goal is to ensure the ability of the earth to nurture life in all **its** diversity.

An organization devoted to environmental activism, founded in the United States and Canada in 1971. **Greenpeace** has employed passive resistance in opposition to commercial whaling, the dumping of toxic waste into the sea, and nuclear testing. It is an example of an NGO.

Greenpeace is an independent, nonprofit, global campaigning organization that uses non-violent, creative confrontation to expose global environmental problems and their causes. Our goal is to ensure the ability of Earth to nurture life in all its diversity.

WHY?

About the issue of fashion sustainability

It takes a lot to make a garment, not just the bits we hear about – the designers, the brands, the shops, the catwalk shows, the parties and Instagram influencers – but also the farmers, the ginners, spinners, weavers, sewers, artisans and other factory workers who produce the raw materials and shape them into our clothes.

It takes water, soil, seeds, land, forests, animals, electricity, oil, chemicals, metals and other precious natural resources to clothe us. At the current speed, scale and level of technological innovation, the fashion industry is heading towards an unsustainable and uncertain future.

The good news is that there are some promising developments that could transform the fashion industry and how we purchase and wear clothing. New technologies and processes are being developed to design, produce, use and recover products and materials in radical new ways – a circular system, in which anything material is considered part of a loop, where recovery or future use is anticipated and enabled. This includes the creation of new environmental, social and economic models.

The growing social and environmental impact of our clothes

Today the global fashion industry has become one of the most influential sectors in terms of industrial, cultural and financial power, worth over $2 trillion. More than 150 billion items of clothing are produced each year. As a result, garment production has become the world's third largest manufacturing sector, behind automotive and electronics. Despite decades of industrial automation and technological innovation, garment manufacturing remains a labour intensive process, employing millions of people worldwide. Women represent the vast majority of people working in fashion supply chains and too often work in poor conditions, making poverty level wages and subjected to gender-based violence in the workplace.

Meanwhile, the price that consumers pay is cheaper than ever before. A little over a century ago people spent more than half of their income on food and clothes. Today people spend less than a fifth while purchasing over double the amount than they did 20 years ago.

The amount of clothes bought by a typical British family in one year produces carbon emissions equivalent to driving a car 6,000 miles and consumes the amount of water it takes to fill 1,000

bathtubs – putting clothing fourth after housing, transport and food in terms of its impact on the environment. Yet the average British household leaves a third of their clothes unworn each year and collectively we send 300,000 tonnes to landfill.

The negative social and environmental impacts of our clothes cannot be underestimated. The consequences can quite literally be grave. On 24 April 2013, the Rana Plaza building collapsed in Bangladesh killing over 1,100 garment workers, making it the fourth largest industrial disaster in history. Workers complained about cracks in the walls but were forced to work in deadly conditions anyway. The victims that died that day were making clothes for many of the popular fashion brands you'll find on almost any high street or shopping mall. In fact, recent research suggests that garments are among the biggest items at risk of being produced through modern slavery practices.

Globally we already consume 30 per cent more resources each year than our planet can replenish. Once the world's fourth largest lake, the Aral Sea has dried up in just a few decades thanks to water-intensive cotton farming and the local economy has evaporated along with it. Millions of trees are logged every year to make fabric and this endangers ancient and protected forests. Some people say that you can predict the latest trends in fashion by the colour of the rivers in China. Synthetic clothing is the number one source of microplastics polluting our oceans. With a growing global population and one billion more people soon entering the middle class in Asia, we cannot carry on producing and consuming clothing in the same way.

Many more eye-opening facts are being revealed every day, and if we become aware, we can come up with solutions to help prevent or reduce the damage caused.

Mission, Vision, Values

Our mission is to stimulate masses of people that belong to the choosen target group and bring them to the awareness of important environmental facts and truths. We plan to bring awareness in a fun and creative way, that allows each person to contribute, at their own original pace. What one brings to the table is amplified when joined forces with another. We want to change the way the concept of fashion is viewed and empower the wearer to be the creator. In this way, one learns something new, while being creative and contributing to a greater cause.

(Website/App Description)

The concept revoles around - Sustainability fuels creativity

An app/website that informs you, as a user, about the many ways you can be sustainable, and make a difference in the world. Buying stuff out of habit is not good for us on a core level, because we need to love what we already have. In order to do that we need a little help and guidance through, and before we know it, you will have came up with your original ways of being sustainable! Its such a fun thing to share your time with others, why not create something by yourselves, and in the same time have fun and be conscious of other life on Earth.

The idea is that first you get informed, then you implement the ideas in your own projects. If you have created something by yourself and you want to share that creation with others, you can use the Submit function to have your creation published, after undergoing a little evaluation from the admins.

We do not intend to highlight the competitive side of this, but sometimes it does help to achieve a goal. In this case, this is a common goal – to achieve a balance so the only competition one is having is with themselves, because you can only be better by making mistakes and learning how to correct them.

We want to offer the user a number of choices, but we are highlighting the creative and informative function of the application/website. We want to create a fun first impression and offer freedom to the user to travel along the tabs to wherever he or she feels complelled to go.

The main focus is the Discover Tab, where most of the ideas and recycling options are found. Here, the user can choose the way they want to recycle and find locations and apps related to recycling. Discover in depth information and video tutorials for different techniques and DIYs.

The app/website has a Swap property, as in users can swap items between them, but doews not serve a sales purpose. The items are not for sale, only for exchange with other user.

There is also the possibility to like others creations and comment on their posts, a little similar to Instagram at this point, but one cannot share or have a personal account at this point. We focus more on the common presence and the collaborative spirit, rather than the individual.

The News tab holds news on the subject, media articles and many other events occurring at any point in time. Also the Brands Tab, which is bassicaly a search page for common known fashion brands, where the user can find more details about the brands.

About the target group

We were asked to appeal to the target group of teenagers, from the ages of 13 – 16 years old and we organised several interviews and surveys to help us research the opinions and preferences of this group of people.

The first place where we conducted our research was a school in Roskilde, Denmark. We had a few students separately and then groups of students to ask questions, opinions and share more in-depth information about the subject of climate change, nature, animal protection, human rights, etc.

ⓘ File | C:/Users/Anabolic/Desktop/Greenpeace%20fashion/T8A19_assignm

TARGET AUDIENCE

GP want you to reach out for an audience present on social media, the "web natives" - people born after 1990 and preferable even younger - young adults in their late teens, specifically Danish children, 13-15 years of age. This target audience is slightly younger that the one GP traditionally reach out for and therefore GP is very interested in getting to know something about them. A part of this younger target audience is very active in the climate debate with representatives for it like e.g. Greta Thunberg and her "School Strike for the Climate"

TARGET AUDIENCE

ANIMA want you to reach this young, very "web present" and digital audience. It seems to be a challenge of growing proportions to reach this particular segment. Young people are often highly occupied with a social community -and personal agenda.

Their communicative reality is overcrowded with all sorts of media, offering distraction and entertainment: adverts, news, games, social networks etc. One need to "scream very loud" to get their attention. You will need to use their media reality in a very clever way to get their attention.

This requires a very in-depth understanding of your target audience. You need to gain access to young people. You need to ask them about their media habits. What platforms they use and what role media plays in their (social) life. You also need to find out about what they are sharing, liking, reading, commenting etc. You need to find out about what they talk about, what occupies them, what agendas, what is tending - because you need a "way in" if you are going to reach them the same way "Skam" did.

We have arranged for you to meet up with a Danish elementary school class (8th grade, 13-15 years) whom you can interview and hopefully hook up with and use as "respondent base" while developing your campaign. Feel free to use your own network as well.

     We had to get their attention, and so we did.

     We also went to the climate change public protest in the streets of Copenhagen, where we knew this target group would be found. We managed to talk to them and ask as many questions as we could, so that we may have plenty of material to work with.

Here are a few interviews that we had!

Interview 1, Friday, 27 September 2019

Roskilde

Interview student a.
How old are you?
14 years old.
Are you aware of the existence of organisations that helped raise awareness about the protection of nature and climate change?
Yes.

Have you ever heard of Greenpeace? Greenpeace is an organisation that encourages human rights to stand up for a good cause or help steer the course of humanity in a better direction.
Just heard about it today.

Do you know any other organisations that deal with similar issues?

No…

What is the most likely place you would look for news or information?

From news, tv, friends, parents.

Now, we all use the internet as a big part of our life… What is your favourite social media platform?

Instagram & Snapchat mostly.

What kind of content do you share, if you do? What kind of content do you like?

Social life, pictures with friends, family.

When did you last see a video that made you change the way you think?

I've seen Gretha Tunberg I like her.

Do you know what volunteering is?

Yes

Did you ever volunteer?

No, but I would like to someday.

Do you play games? Which games do you like the most?

Not really.

Do you and your parents recycle?

Yes, yes we do.

Do you consider the way you look before going out? How important is that to you?

It's a bit important, I think.

What do you do with used clothing that you no longer wear?

We give it to Red Cross, or to my younger siblings.

Do you ever purchase clothes from a thrift shop? Or donate clothes?

Yes, me and my mom always donate clothes when we don't wear them anymore. Sometimes we buy from the thrift shop if there is something we like very much.

Would you like the idea of an app. that can help motivate people to "get creative" with their clothes, where you can share and exchange stuff online ?

Yes, that sounds interesting, I would at least have a look and see about any new ideas for what to do with clothes.

Interview student b.

Are you aware of the existence of organisations that helped raise awareness about the protection of nature and climate change?

Yes.

Have you ever heard of Greenpeace?

I never heard of Greenpeace

Do you know any other organisations that deal with similar issues?

I know there are more, I am not exactly sure about their names!

What is the most likely place you would look for news or information?

The internet

Now, we all use the internet as a big part of our life… What is your favourite social media platform?

Instagram, Dba

What kind of content do you share, if you do? What kind of content do you like?

I like nature and share images of my social life.

Do you know what volunteering is?

No.

Did you ever volunteer?

No.

Do you play games? Which games do you like the most?

Basketball, and sports

Do you and your parents recycle?

We recycle yes.

Do your parents ever talk about climate change of nature ?

Sometimes they do, when they hear it on the news or from the newspaper.

Do you consider the way you look before going out? How important is that to you?

Not so important

What do you do with used clothing that you no longer wear?

I like sewing and sometimes I sew my clothes if they get ripped, or I put together more materials and make something. And sometimes I donate them.

Do you ever purchase clothes from a thrift shop? Or donate clothes?

Yes, many times.

Would you like the idea of an app. that can help motivate people to "get creative" with their clothes, where you can share and exchange stuff online ?

Yes, It sounds very interesting.

Interview student c.

Hello. How old are you?

Hello, I am 13.

Are you aware of the existence of organisations that helped raise awareness about the protection of nature and climate change?

Yes, I hear about them on the internet.

Have you ever heard of Greenpeace? Greenpeace is an organisation that encourages human rights to stand up for a good cause or help steer the course of humanity in a better direction.

Just now, it's the first time I hear of it.

Do you know any other organisations that deal with similar issues?

No

Now, we all use the internet as a big part of our life… What is your favourite social media platform?

Snapchat and Den Bla Avis, my mom uses it a lot.

What kind of content do you share, if you do? What kind of content do you like?

I sometimes share videos with nature, or unbelievable things, and I like nature.

When did you last see a video that made you change the way you think?

We see that students are not going to school to protest.

Do you know what volunteering is?

Yes

Did you ever volunteer?

No

Do you play games? Which games do you like the most?

Computer games

Do you and your parents recycle?

Yes, paper, plastic

Do you consider the way you look before going out? How important is that to you?

Yes, I think it's important.
What do you do with used clothing that you no longer wear?
Sometimes we give it to Red Cross but we also throw it away when we can't wear it anymore.
Do you ever purchase clothes from a thrift shop? Or donate clothes?
Yes, sometimes
Would you like the idea of an app. that can help motivate people to "get creative" with their clothes, where you can share and exchange stuff online ?
I don't know how to do it but I would like to know how.

Video feedback

On the third visit to the school, we wanted to interview the target group for the third time. Only this time, we brought the progress video together with the prototype, to do some user testing.

Overall, the target group was very receptive to the video. They seem to be excited to take part in an activity that consists of being creative, in order to save the world from climate change. They liked the content and are very open minded about trying new things. With this app, we get to challenge ourselves to find ways to be sustainable. Also, the idea of collaboration and working in groups to create something original appeals to the target group and was perceived as a fun activity that brings benefits for humankind, while providing an entertaining side to it.

They really understood the message and idea, and gave us constructive feedback that encouraged us to improve our concept.

User Testing

The user testing was quite informative.

We proceeded with showing them the mobile app Prototype in its early stages, they liked the fact that we have many recycling options, they easily made their way across the app. Also they liked the whole concept of showing the world their creations. All in all, everyone was enthusiastic about the idea. The other thing we got is about the design, they were expecting many more colours, like more vivid colours and

interesting combinations. Due to the styletile guidelines, we used a minimum of colours, to add more focus on the functions.

After the feedback tho, we decided we could add a little bit more colour to the content, to make it more appealing to the target group.

Conclusions

I was indeed very helpful and insightfull working with this target group, and designing, creating a concept that appeals to them and addresses the global issues of the world we live in today.

User Test/ Interview 3 Questions

1. Do you remember last time we met, we spoke about Greenpeace and after, we asked you what did you think about our idea. Well, here we are, the final stage and we want to show you what we came up with!
2. Here is the video.
3. What did you think of it?
4. The character in the movie? What is she feeling in the start?
5. Sometimes, doing the right thing may not seem great but you can have even more fun making something with tour friends, rather than buying it.
6. Would you ever try something new and creative?
7. Does it seem difficult to do?

Mobile app

What kind of app do you think this is?
Go ahead and scroll through.
Did you enjoy the layout and composition?
Did you find anything confusing ?
Do you think there is anything we could improve about the app?
Does it catch your attention?

Would you ever want to show the world your creations?
Go and find the recycling. Go and find the gallery. Find the brands
page. Did you find this boring or entertaining?

Documentation, concept, analysis

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