

Website plan

Work on canva for logo:

https://www.canva.com/design/DAFWKsNOILA/MBDh_uktYxo424fTKT2ahA/edit?utm_content=DAFWKsNOILA&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Website:

<https://editor.wix.com/html/editor/web/renderer/edit/3fc66904-2d8b-4fb4-90fe-dcfce1949112?metaSiteId=df17cb7c-d982-45c7-8cb2-888699f2b5ae&editorSessionId=00c49fe1-bb75-4597-bf16-d0f8b95c2f81>

https://www.wix.com/website-template/view/html/2282?originUrl=https%3A%2F%2Fwww.wix.com%2Fwebsite%2Ftemplates%2Fhtml%2Fall%2F3&tpClick=view_button&esi=746dcfb9-90bd-4232-8de7-3cbf6e9bc958

ASPECT	VISUAL/GRAPHIC	TEXTUAL
About us page	<ul style="list-style-type: none">- Call to action video- Clips about sustainability with motivational audios	<ul style="list-style-type: none">- We want to mention our aim of tackling behavioral change when it comes to sustainability. We mainly want to work with teenagers, in the following spheres: Fast fashion brand awareness (H&M, forever 21, zara, etc.) Thrifting and cool sustainable hacks for gen-z Fast food places and negative impactsCould include our:<ul style="list-style-type: none">- Mission- Vision- Aim- Work (what we have done)- Our approach and methods- Our impact- Our story: how we began

		<p>Could have a contact us section:</p> <ul style="list-style-type: none"> - We provide email and details; ask for feedback from readers, etc.
Goals page	Here we list the planned projects and endeavors of ours;	
GET INSPIRED page	<p>We have a video of us 4 playing on that page;</p> <ul style="list-style-type: none"> - Our voice overs - Impactful and emotionally connecting video about our project - Motivational quotes - And other things 	
Social media icons	<p>These will be placed on the top right next to about us page</p> <ul style="list-style-type: none"> - LinkedIn - Instagram - Twitter - Pinterest and spotify on sustainable themes (after acquiring a large audience) - <u>Sustainability podcast (an idea)</u> 	
Blog section	<p>Not much visual; just pics with each article</p>	<p>Different blogs listed together</p> <p>We could release “top 10” lists each week:</p> <ul style="list-style-type: none"> - Top 10 sustainable countries; food items; diets; etc. <p>Also need to work on marketing and reels, etc.; expanding audience base; going to NGOs and working with sustainability and environment; behavioral</p>

		change in small samples such as NGOs and blind schools, etc.
Join our community page	<p>Pics of work with NGOs; gallery; social media content pics etc.;</p> <p>Ask for email and send 1 sustainable reminder:</p> <ul style="list-style-type: none"> - Do this today, - Sustainable challenge/reminder - weekly/monthly appreciations through certificates 	
Impact	Shows our certifications, work, NGO work, awards, etc.	
REPORTS page	<p>We conduct surveys and interviews with our audience/readers, and we compile reports based on these statistics:</p> <ul style="list-style-type: none"> - Reports will be based on eco friendly/sustainable behaviors and will aim to investigate the current state of eco-friendliness in the youth today - We publish these findings in the form of short reports through data visualizations of bar charts, graphs, etc. on this reports page 	

TAGLINE, related to behavioral change and sustainability, for our website

- One less unsustainable thing.
- Be a part of the solution
- ***Working towards nurturing change-makers***