



**D&AD  
New Blood  
Awards**



**Brief set by**  
Connect4Climate

**In collaboration with**  
Futerra

# Inspire meaningful behaviour change towards a sustainable lifestyle

**Related Disciplines**  
Campaign

**Deadline**  
4 May 2020, 5pm GMT

## The back story

Connect4Climate is a global partnership program of the World Bank Group that leverages the power of the creative industries to encourage behaviour change across the private sector, policy makers, and citizens – particularly youth – accelerating the transition to a sustainable world.

Within its extensive online following and network of over 500 partners, Connect4Climate reaches an engaged audience that cares about sustainability and wants to take action. However, offering people actionable tasks that create meaningful change, and tracking those outcomes, is a challenge.

## What's the challenge?

Sustainability touches every part of our lives but if the link is not made between large-scale solutions and individual practical actions, it's difficult to feel that one person can have any real impact.

Your challenge is to design a campaign that advertises the power of a sustainable lifestyle. The aim is to help young people find the most impactful actions within their local context and countries that can create meaningful change. Depending on your region, the most impact you can have may be: adapting your diet to support sustainable agriculture; changing your transportation habits to support the clean energy transition; buying second hand clothes to curb the environmental impact of fast fashion.

Connect4Climate is looking for an idea that excites young people and drives them to create collective impact by encouraging, linking and tracking individual actions. Think big, be disruptive, and remember that personal actions by many people can create a movement, and movements change the world.

## Who are we talking to?

15-25 year olds who are concerned about their future but struggle to find actions they can take that feel meaningful. Connect4Climate is particularly interested in reaching young people that have been less exposed to the discussion around sustainability. The campaign should go beyond the idea that a sustainable lifestyle is the 'right thing to do' and inspire action by presenting sustainable actions as the 'cool things to do'.

## Things to think about

### How to speak to your audience

This isn't about sustainability 101. Don't be condescending or focus solely on the why. Instead focus on the how.

## How to track change

Whilst your idea should spread awareness, the main point is that it should drive people to action *and* give people a way to track the difference they (and everyone else involved) are making.

And don't head straight for making a new app. Downloading a new app is a big step in itself, and making it part of your daily routine is difficult. Consider other instances that people encounter on a daily basis that could easily be incorporated into habits. If an app does seem like the right solution, how can you incentivise using it?

## How to inspire change

The climate crisis will not be solved by individual actions alone. However, making sustainable choices within our own lives can drive momentum, create new market signals, and accelerate the transition to a sustainable world. It may be useful to narrow the campaign to advocate for a specific area of lifestyle change and you could decide to target specific regions, as the most impactful sustainable actions depend greatly on local context.

Creating those links between actions taken at the individual/community levels and systemic changes happening at a national/global scale is key to avoiding burnout, despair, and apathy. The idea should be solution oriented while still communicating the scale of the challenge and the need for urgent action.

## The important stuff

It's up to you what form your idea takes, but there should be multiple touchpoints of which at least one should be digital.

Your response should cover how you'll reach your audience, what changes you'll inspire, and a way for the audience and Connect4Climate to be able to track their changes.

**What and How to Submit:** Read ***Preparing Your Entries*** before you get started for full format guidelines.

### Main (essential):

Either a presentation **video** (max. 2 min) OR **JPEG** slides (max. 8), presenting your campaign.

### Optional (judges may view this if they wish):

**Interactive** work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).