

# Create & Sustain by GREENPEACE

Greenpeas:

Agne Siupsinskaite

Aivars Lejnieks

Katrina Line Losaka

Nina Andreea Popovici

Susan Khatri





## About

Non-governmental environmental organization known worldwide

Founded in 1971

Goal: ensure the ability of the Earth to nurture life in all its diversity

Politically and economically independent

**GREENPEACE**



# Pest

## Social factors

- Comon awareness of masses
- Power in numbers
- Preserving anicinet cultures ans tribes

## Political factors

- Not taking sides
- No propaganda
- The voice of people

## Environmental factors

- Protection of natural reserved spaces
- Fights global warming
- Spreads truth
- Defents our environment and fauna

## Economical factors

- Persuading companies to adapt to encironmental rules and regulations
- Protesting deforestation for income

## Technological factors

- Use technology to protect animals, especially marine life
- Own ship systems

# Pest

Industry served

Environmentalism, peace, animal rights

Headquarters

Amsterdam, Netherlands

Area served

Worldwide

Budget

€ 236,9 million

Current CEO

Annie Leonard

Similar organisations

Greenpeace USA, Greenpeace East Asia, ONU, UNICEF etc.

Services

Fighting for oceans, forests, food, climate and democracy

Website

<https://www.greenpeace.org/denmark/>

**GREENPEACE**





## About the team

Name:  
Greenpeas

Purpose:

Spread the message that could be successfully understood by TA



Hashionable sustainability

Personal Private AS NP SK A K Invite

**WEEK 1**

- Client meeting (23 Sep)
- Create Team canvas (24 Sep)
- Brainstorm ideas (26 Sep)
- Check if they go with SMART
- Create Documentation log
- Create a project overview (Trello board) (24 Sep)
- Take pictures, text etc. for the documentation log
- Meet the users / TA in Roskilde

+ Add another card

**WEEK 2**

- Create a content strategy and a content plant
- Take pictures, text, etc. for the documentation log
- Prepare midway pitch (4 Oct)
- Create a concept design and visual design
- Create a journey map
- Meet the users / TA group in Roskilde
- Group checkin - Team Canvas

+ Add another card

**WEEK 3**

- Filming
- Production
- Editing
- Finalizing
- Testing with users

+ Add another card

**WEEK 4**

- Make the documentation log a documentation report
- Work on finalisint your digital campaign
- Prepate final pitch (17 Oct)
- Feedback
- Group checkin - Team Canvas

+ Add another card

Green peace | Discover News Engage Partner

SUBMIT WORK

Green Peace | Discover News Engage Partner

Recycle	Engage	DIY
Shop	Discover	Partner
Partner	Discover	Engage

menu dropdown version

Brands

Pam	UD	Walmart	Nike
AM	Adidas	New Year	Fila
Adidas	Walmart	Walmart	Walmart

GreenPeace Green Peace

Stories

- bellamagone
- littlebunny
- edward8
- arturidim2
- verbut\_krista
- kristaiverte

20:17

← create&sustain

75 Posts 55 Followers 4 Following

Create&Sustain  
#sustainability #creative #fashion  
Powered By @Greenpeace

Followed by runenh, dobstar003 and 19 others

Following Message

GREENPEACE

Observation about the target group

Platform for 13-15 year olds

- Most of 0-15 year olds have never heard of Green Peace
- Main information source is internet and sometimes from parents
- They like to donate clothes or giving new life to the clothes that don't wear anymore
- There should be a possibility to connect with friends in some way
- There should be a feed with news, where they can find info about what is happening in the world
- Something between insta and tumblr (formable)
- Most of 0-15 year olds recycle at home
- The social media is very big part of their identity (sharing pics etc)
- Many kids are inspired by Greta Thunberg. They listen what she has to say
- Thrift shopping is popular amongst 13-15 year olds
- For 13-15 year olds it is still important what their parents are thinking and what media they are using
- The kids would like to volunteer but they don't know where to find info
- There should be a page about volunteer work where they could participate
- Maybe a place where they can share pics from event they participated in as well as pics from every day of life of what they are doing to "save the planet"
- Have a presh page where they can learn how to help our planet
- The design should be minimalist and intuitive, maybe we can take already known by the target group platform and recreate it with our information, leaving layout similar.
- Mostly adults are involved in the global crisis but you-day kids will be the ones that will have to deal with it. And that is crazy that kids are not getting involved but that by their parents/teachers
- LIST OF APPS
- LIST OF TRENDS

Idea for content:

- Page about Recycling Products
  - Boxes/papers
  - clothes (upcycling)
- Page about eco-friendly things
  - How much can you save environment if you use that products.
- Page about how much of pollutant they turned into

Idea for memes

- Their rolemodels maybe in that meme.
- Meme about climate change

facts

- Reality
- Estimated
- Past/future/present

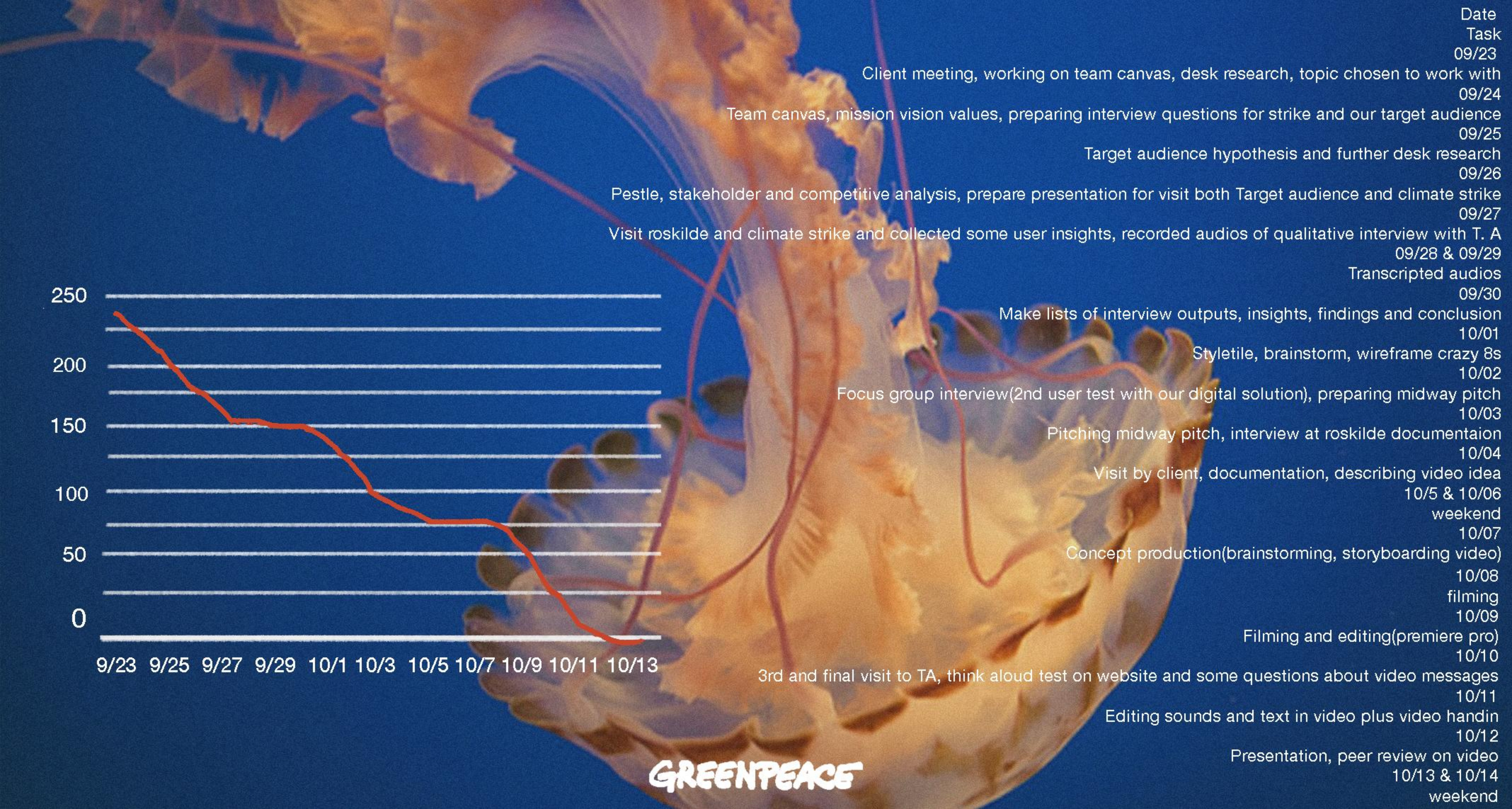
Idea for videos

- Video of recycling. like how to make papers to use it again or. How to refill a pen's ink rather than buying.
- or motivate them giving info about how much they contribute giving - one things to red cross or

Idea

- video
- content
- with can
- why
- how
- it
- Give
- the list





**GREENPEACE**

Date	Task
09/23	Client meeting, working on team canvas, desk research, topic chosen to work with
09/24	Team canvas, mission vision values, preparing interview questions for strike and our target audience
09/25	Target audience hypothesis and further desk research
09/26	Pestle, stakeholder and competitive analysis, prepare presentation for visit both Target audience and climate strike
09/27	Visit roskilde and climate strike and collected some user insights, recorded audios of qualitative interview with T. A
09/28 & 09/29	Transcribed audios
09/30	Make lists of interview outputs, insights, findings and conclusion
10/01	Styletile, brainstorm, wireframe crazy 8s
10/02	Focus group interview(2nd user test with our digital solution), preparing midway pitch
10/03	Pitching midway pitch, interview at roskilde documentaion
10/04	Visit by client, documentation, describing video idea
10/5 & 10/06	weekend
10/07	Concept production(brainstorming, storyboarding video)
10/08	filming
10/09	Filming and editing(premiere pro)
10/10	3rd and final visit to TA, think aloud test on website and some questions about video messages
10/11	Editing sounds and text in video plus video handin
10/12	Presentation, peer review on video
10/13 & 10/14	weekend





## OUR PROCESS VIDEO



### NEGATIVE IMPACT AREAS OF THE FAST FASHION INDUSTRY



The campaign poster suggests that we each need to take a stand to improve the quality of life for future generations. The time for change is now, we can take baby steps to improve our lifestyle, change our destructive habits and help slow down climate change.

## HOMEPAGE

## DIY



## VOLUNTEER

- Volunteer to offer assistance  
balboa ball cicic llama ball call model why i do have to rite something i don't know even question mark desk.
- Spreading the news  
balboa ball cicic llama ball call model why i do have to rite something i don't know even question mark desk.
- Ways to recycle  
balboa ball cicic llama ball call model why i do have to rite something i don't know even question mark desk.
- Plant more trees  
balboa ball cicic llama ball call model why i do have to rite something i don't know even question mark desk.
- Study about sustainability  
balboa ball cicic llama ball call model why i do have to rite something i don't know even question mark desk.

## PRO-TIPS

### Clothing Swap

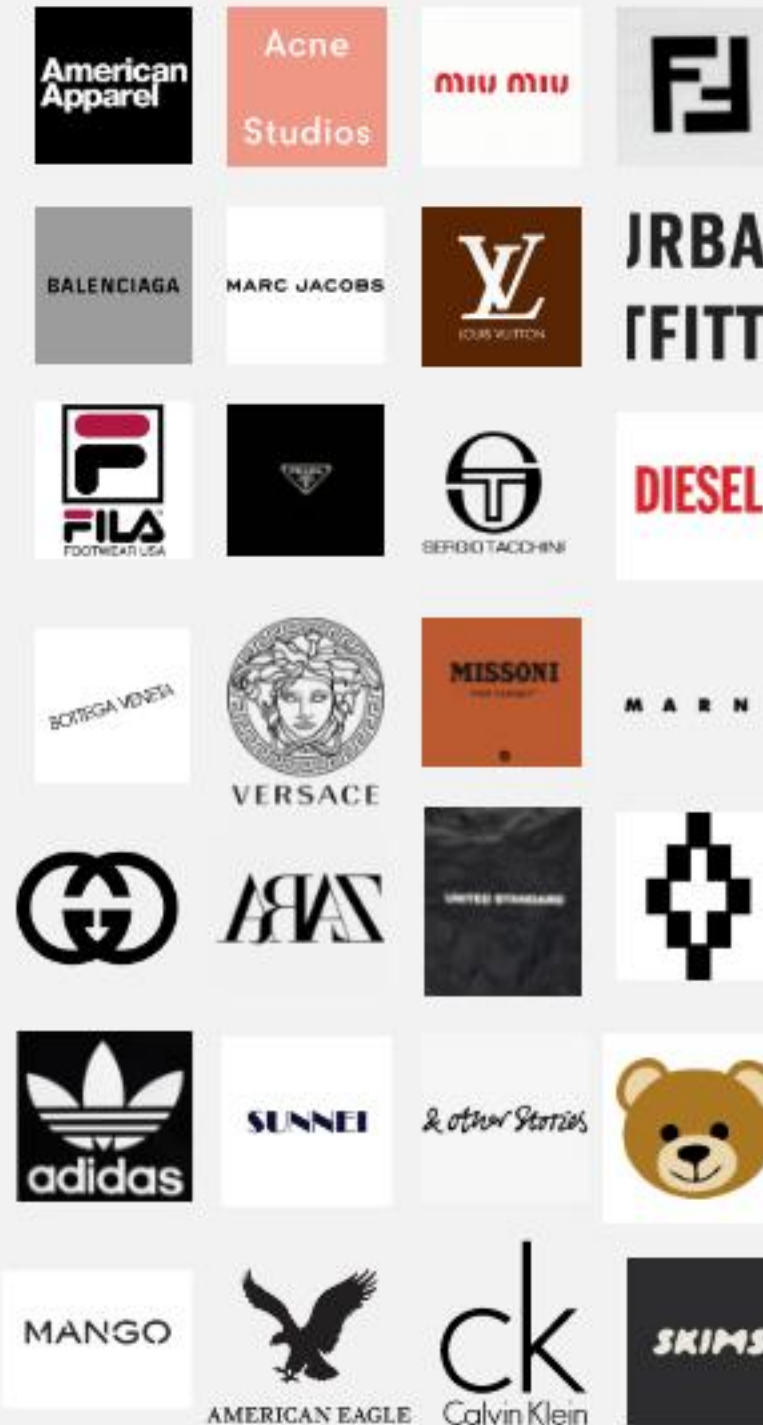
+ To start off with great(!) and probably the most sustainable solution because you are not only giving the pieces you get a new life, but also the ones you give away = double the save from landfill.

- Takes time to organize, but check facebook for groups "clothes swap"/"Kleidertausch" or try out one of the apps on the market: EN/DE

NOTE: If you plan a private

## BRANDS

All you need to know about clothing brands



## HOMEPAGE



ABOUT US / PRESS / JOB / CONTACT  
PRIVACY POLICY COPYRIGHT ETHICAL GUIDELINES

Unless otherwise stated, the text of this website is licensed under the Creative Commons Credit 2.0 License.

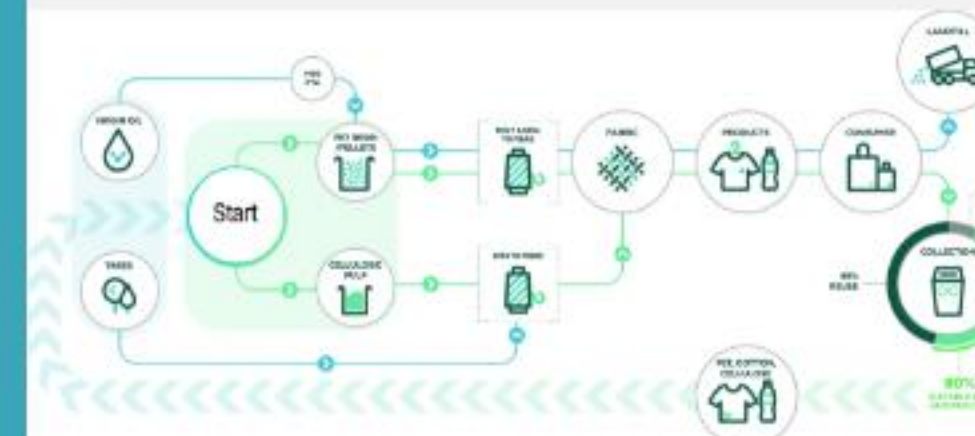
Greenpeace Nordic 2019



## APPS FOR SUSTAINABILITY

- Eco Smart  
Creates environmental changes
- Earth911  
More ideas, less waste
- 1800-Recycling  
Quickly find recycling locations
- 1800-Recycling  
Quickly find recycling locations
- MyWaste  
We worry about your garbage and recycling

## RECYCLE



## BRANDS SEARCH

## TRIFTING

Find thrift shops nearby

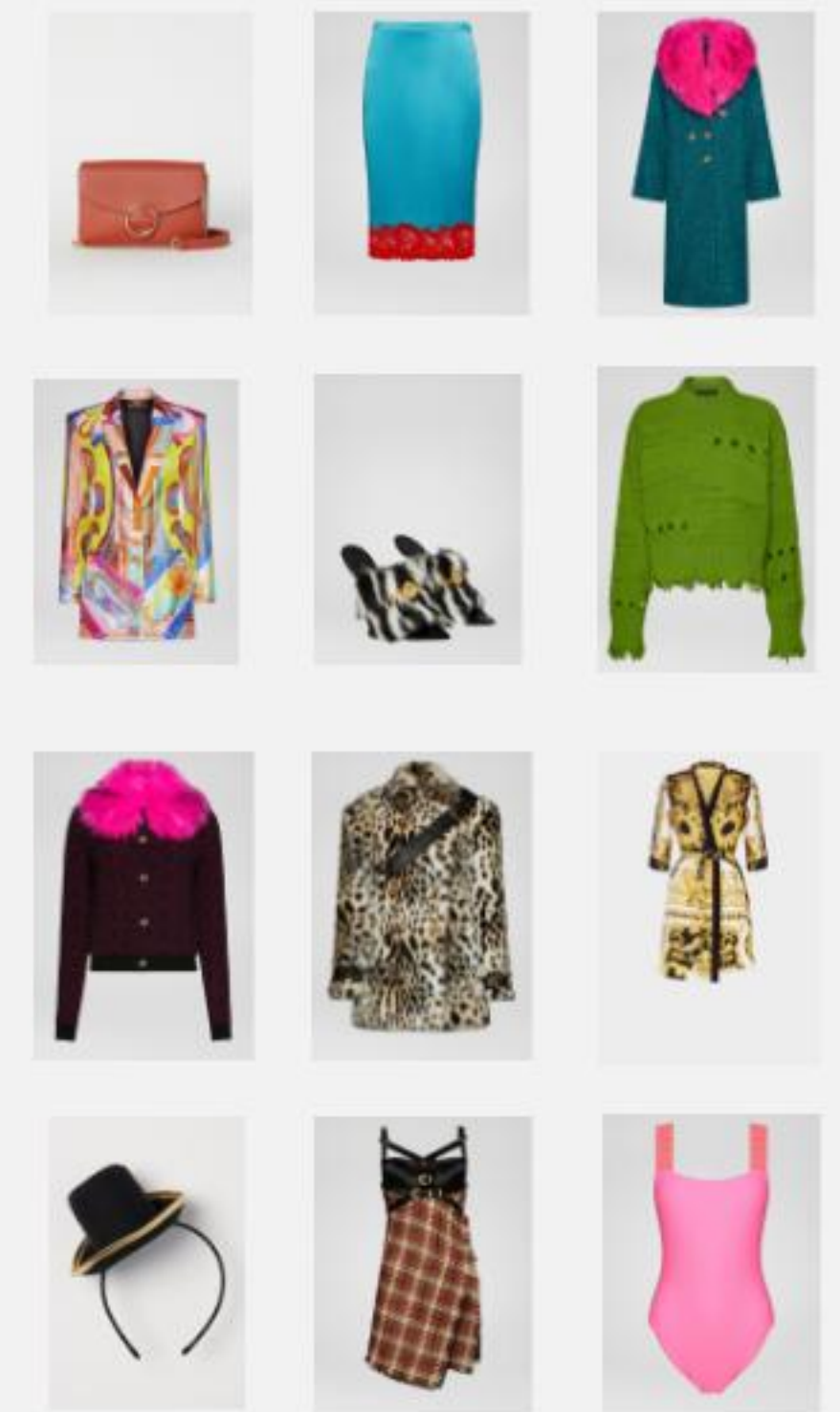


## HOMEPAGE

## UNDER THE RADAR

Submit

A gallery of latest creations



## HOMEPAGE



ABOUT US / PRESS / JOB / CONTACT  
PRIVACY POLICY COPYRIGHT ETHICAL GUIDELINES

Unless otherwise stated, the text of this website is licensed under the Creative Commons Credit 2.0 License.

Greenpeace Nordic 2019



## DIY

Cut out and  
add some newSewing and  
patchesLaces and  
jeansCutout and  
stencilPainting and  
decorating

## VOLUNTEER



GREENPEACE

+ To start off with great(!) and probably the most sustainable solution because you are not only giving the pieces you get a new life, but also the ones you give away = double the save from landfill.

– Takes time to organize, but check facebook for groups "clothes swap"/"Kleidertausch" or try out one of the apps on the market: EN/DE

NOTE: If you plan a private swapping event do a size check with the other participants, so you don't end up bringing all of your size 5 shoes when the rest of the spice girls wear 7. ;)

+ Another super sustainable solution because the pieces already exist, so you are saving the entire negative impact of production.

– The downside: buying second hand can give unconscious consumers who sell their clothes less incentive to think about their purchases, which fuels more fast fashion consumption.

NOTE: Buying high quality second hand or vintage pieces is the best way to go, if your budget allows it.

## HOMEPAGE



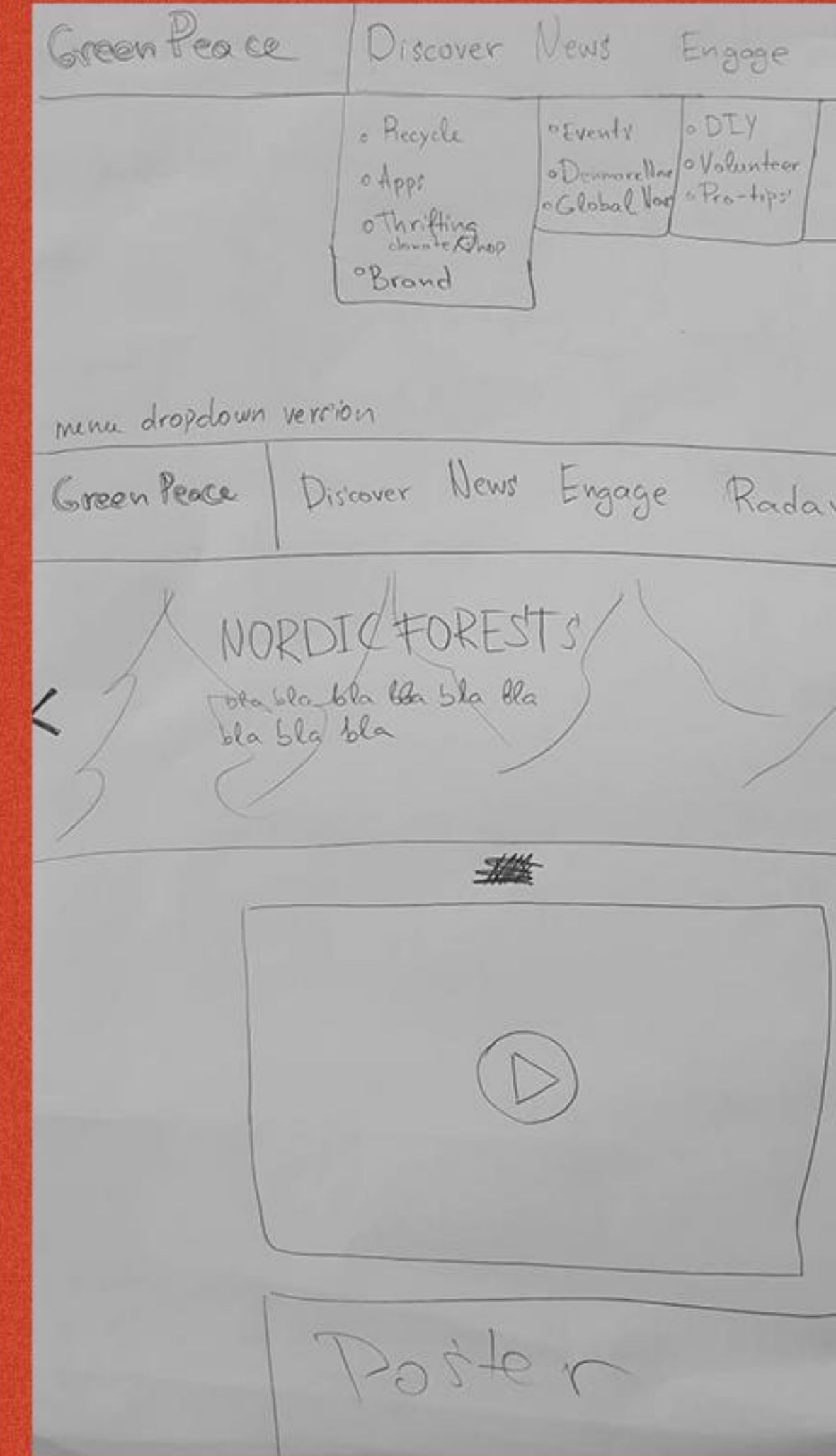
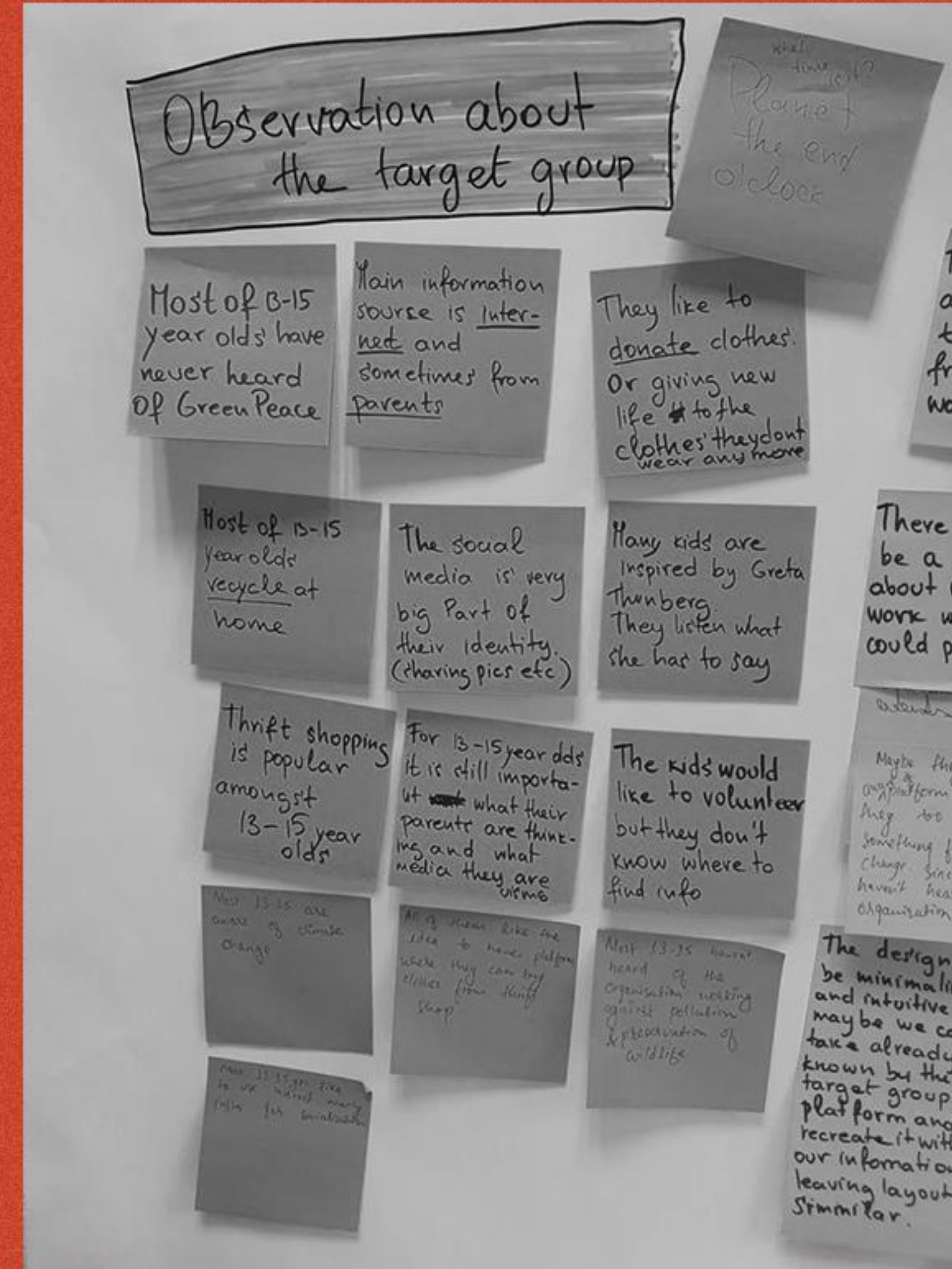
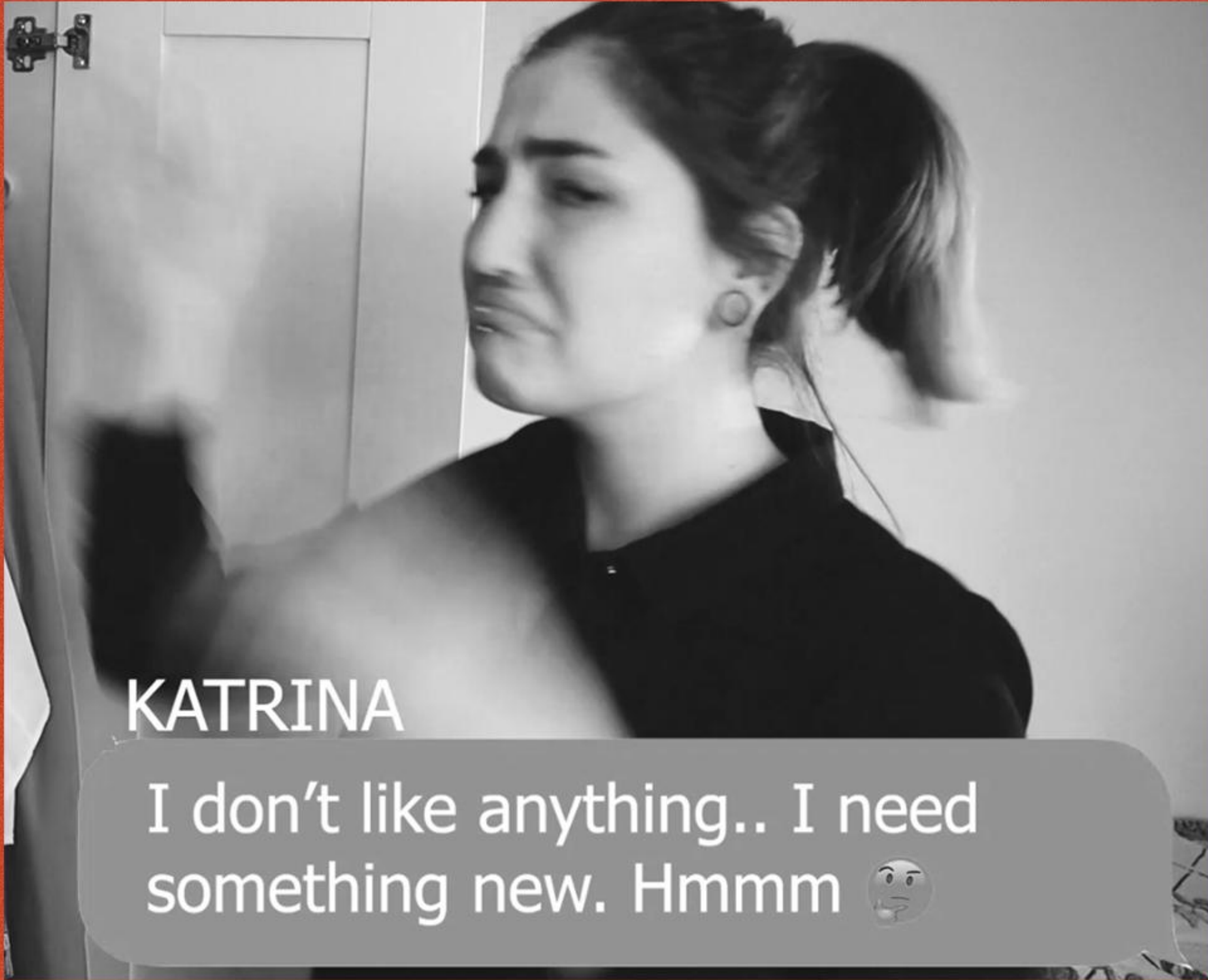
ABOUT US / PRESS / JOB / CONTACT  
 PRIVACY POLICY COPYRIGHT ETHICAL GUIDELINES

Unless otherwise stated, the text of this website is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License.

Greenpeace Nordic 2019



# Work process





**Filming**

Concept

Ideas

Action

Characters

Roles

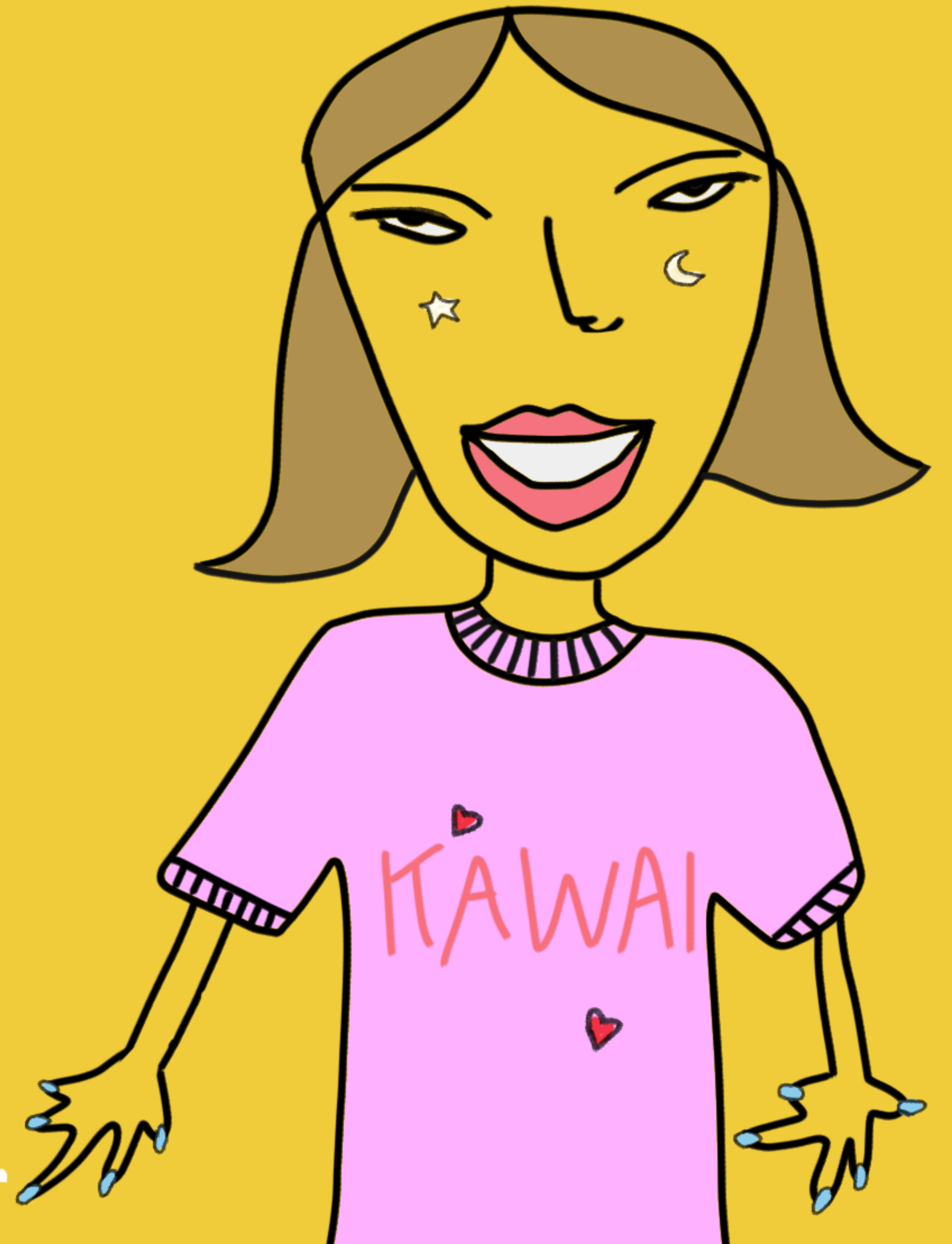
Cuts

Frames

Images

Graphic

Location



**GREENPEACE**



# Video storyboard



1



2



3



4



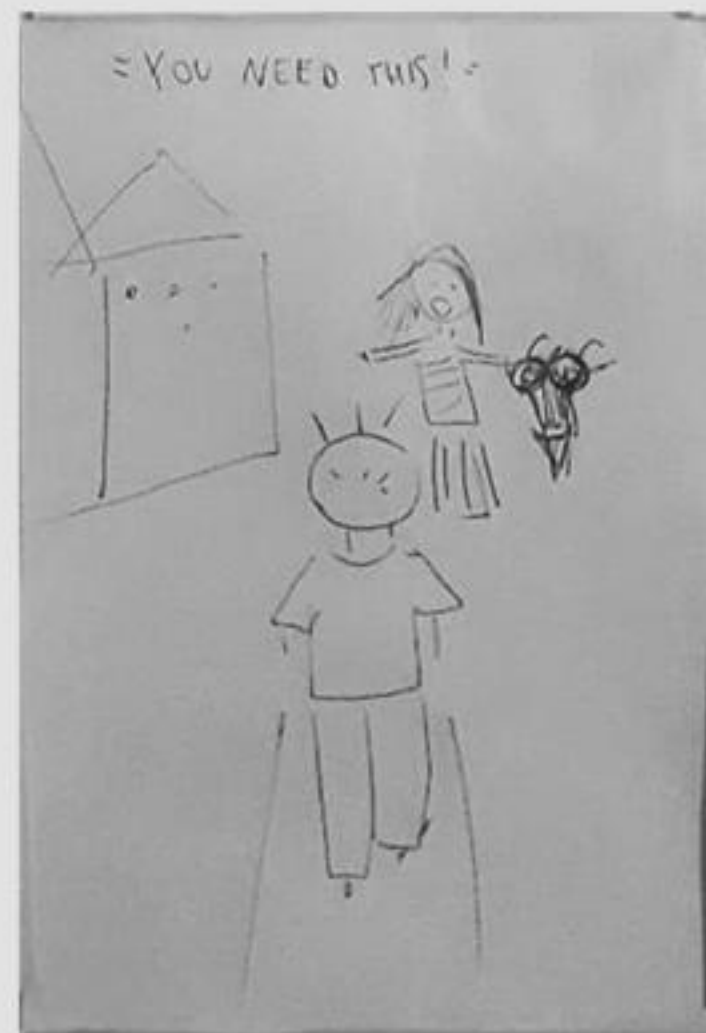
5



6



7



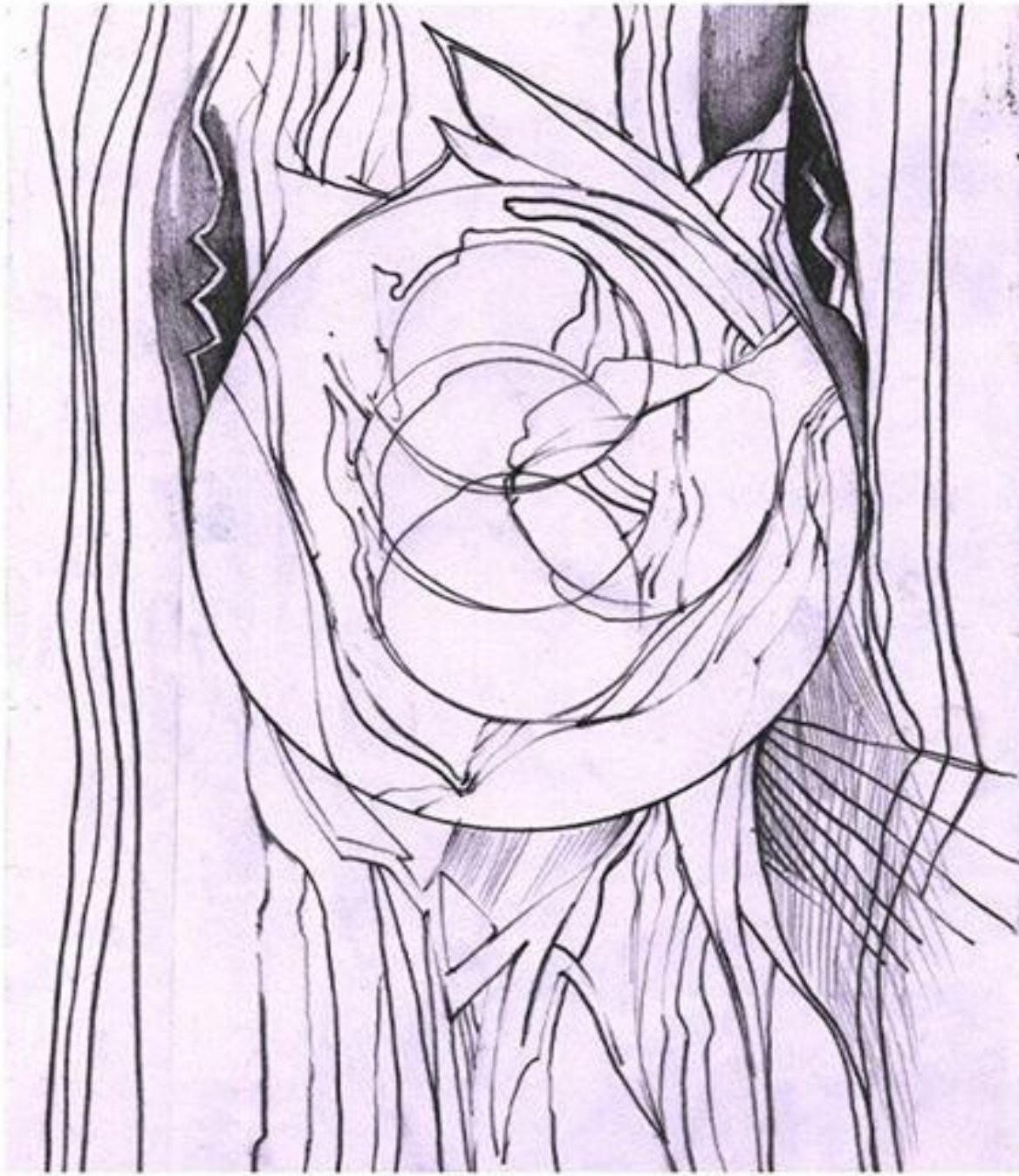
8



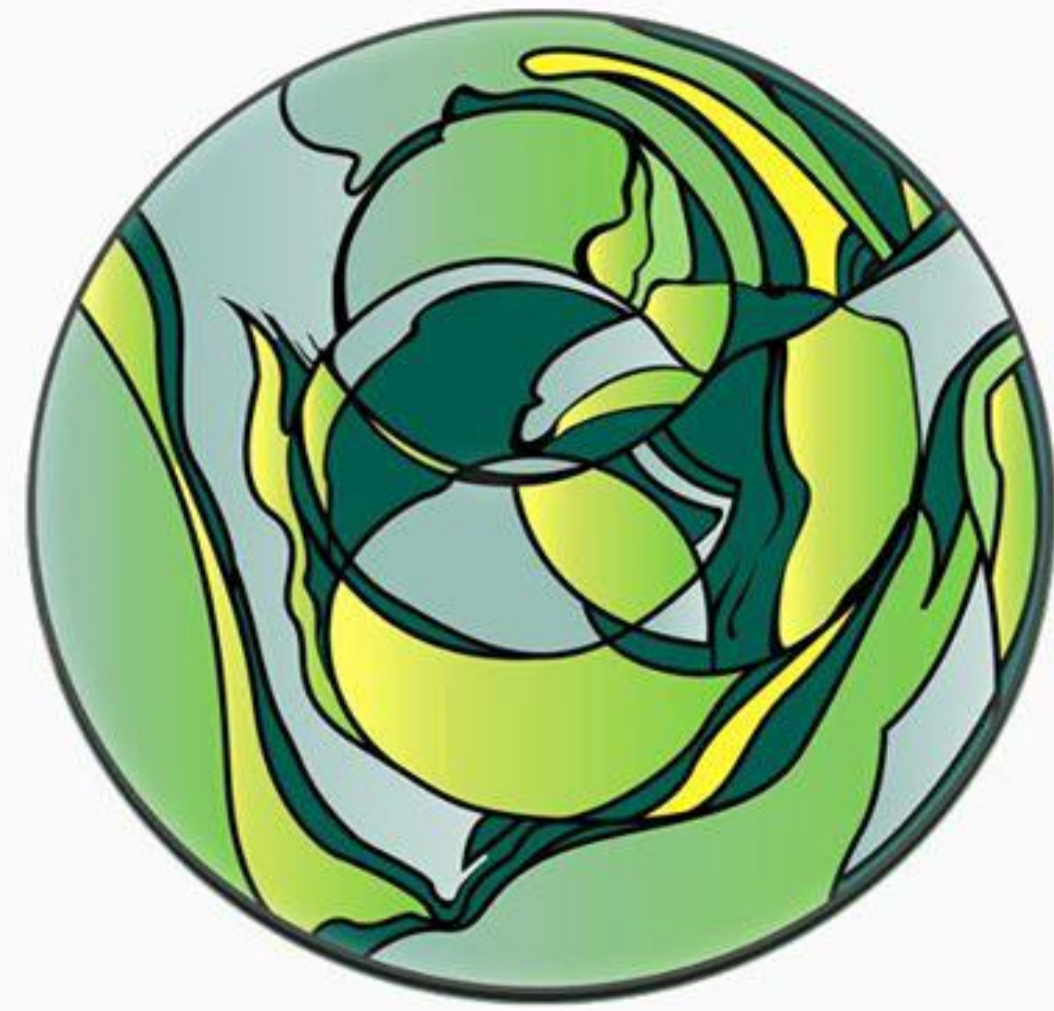
9

GREENPEACE





Logo Sketch



Logo Base Structure



Second Iteration



First Iteration

# CREATE & SUSTAIN LOGO

Greenpeace Green

Secondary Green

Banner Yellow

Pantone 349 C & U  
CMYK 100, 0, 75, 57  
RGB 0, 92, 66  
HEX #005C42

Tint 80% RGB 51, 125, 104 HEX #337D68

Tint 60% RGB 102, 157, 142 HEX #669D8E

Tint 40% RGB 153, 190, 179 HEX #99BEB3

Tint 20% RGB 204, 222, 217 HEX #CCDED9

Colour schemes



# Conclusions

What kind of app do you think this is?

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?

[shorturl.at/gBKO3](https://shorturl.at/gBKO3)