

# **An Assortment of Relevant Campaigns for Effective Implementation & Localisation of Mission LiFE**





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**European Union**



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## List of Abbreviations

AI.....	Artificial Intelligence
COP.....	Climate Change Conference
EU.....	European Union
IEA.....	International Energy Agency
LiFE.....	Lifestyle for Environment
MOEFCC.....	Ministry of Environment, Forest & Climate Change
PDSF.....	Policy Dialogue Support Facility
P3.....	Pro Planet People
SDG.....	Sustainable Development Goals

## List of SDGs

**1** NO POVERTY



**2** ZERO HUNGER



**3** GOOD HEALTH AND WELL-BEING



**4** QUALITY EDUCATION



**5** GENDER EQUALITY



**6** CLEAN WATER AND SANITATION



**7** AFFORDABLE AND CLEAN ENERGY



**8** DECENT WORK AND ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**10** REDUCED INEQUALITIES



**11** SUSTAINABLE CITIES AND COMMUNITIES



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**13** CLIMATE ACTION



**14** LIFE BELOW WATER



**15** LIFE ON LAND



**16** PEACE, JUSTICE AND STRONG INSTITUTIONS



**17** PARTNERSHIPS FOR THE GOALS





## Executive Summary

The Mission LiFe campaign was launched in 2021 by Prime Minister, Narendra Modi at the UN Climate Change Conference (COP26). The campaign calls for individuals and communities to incorporate environmentally friendly practices in daily lives and subsequently contribute to circular economy and sustainability. The campaign envisages such change in demand, at consumption level, will prompt change in supply (production practices) and ultimately change in policies.

This Report is a compilation of global campaigns that match the ambition and goals of Mission LiFE. The Report attempts to highlight relevant features and factors of identified global campaigns. The objective is to support Mission LiFE implementers by showcasing similar campaigns, good practices and practical recommendations on designing all-rounded campaigns.

A total of 12 campaigns were identified and studied, majority of these campaigns are/were organised by the EU Commission, while some are from non-EU regions.. The campaigns were identified based on commonality in features, scope, design, purpose with Mission LiFE. Each campaign was analysed to condense a blueprint of key architectural features that should be considered while designing effective, mass and outcome-oriented campaigns. The Report ends with recommendations on these key features. It is envisaged the Study will support implementers of Mission LiFE to create robust and impactful campaigns.

Relevant Campaigns			
EU Ecolabel	European Climate Pact	Count Us In	Playing My Part
Reset the Trend	3 Billion Trees Pledge	Citizen's for Pollinator Conservation	International Climate Initiative
Kamikatsu Zero Waste	Bogota Water Fund	Food Dudes Healthy Program	Dont Mess With Texas

### Recommendations - The Report Underscores & Expands the Following Key Campaign Elements:

- ▶ Designing the Behavioural Nudge
- ▶ Creating Evidence Based Actions
- ▶ The Non-Linear Relation - 'Change in Demand' and 'Change in 'Supply'
- ▶ Creating Targeted Campaigns with Targeted Approach
- ▶ Use of Gaming, Software & Artificial Intelligence
- ▶ Monitoring, Evaluation & Outreach Tools
- ▶ Enhancing Outreach Through Multi-lingual Approach & Multi-platform Launch
- ▶ Celebrities, Role Models, Ambassadors & Stakeholder Management
- ▶ Policy Influence & Support
- ▶ Leading with Example



# Mission LiFE: An Overview

**Mission LiFE: An India led global mass movement to nudge individual and community action to protect and preserve the environment.**

*Ministry of Environment, Forest & Climate Change*

Mission LiFE, announced by Prime Minister Narendra Modi, at the 2021 UN Climate Change Conference (UNFCCC COP 26), spells 'lifestyle for environment' and is couched in the principles of circularity and mindful consumption.<sup>1</sup> It brings focus on individuals and nudges them to undertake simple acts on daily basis to move from 'use and dispose' to conscious and sustainable consumption. Individuals incorporating such lifestyle will be called Pro-Planet People (P3). The Mission intends to create a global network of Pro-Planet People. The ultimate goal is to combat climate change and preserve the environment.

The Mission is anchored with the Niti Aayog and implemented by the Ministry of Environment, Forest & Climate Change (MOEFCC). Keeping individuals at the core, the approach of the Mission is threefold, change in demand, change in supply, change in policy. It is envisaged, shift in conscious consumption (demand) will prompt markets and industries to respond with change in supply (eg: responsible procurement, packaging), which will ultimately influence policy change.

The Mission focuses on 7 thematic areas with list of key actions and endorses local cultures and traditions. The target is 'to mobilise at least 1 billion Indians and global citizens to take individual and collective action for protecting and conserving the environment in the period 2022-2028'<sup>2</sup> and to mobilise at least 80 percent of all villages and urban local bodies to become environmentally friendly by 2028. To propel the objectives of Mission LiFE, the MOEFCC has released the Green Credits Programme 2023. It is envisaged the Programme will enable creation of competitive market based approach for Green Credits and incentivise conscious and voluntary actions. The Rules for the Programme have been published for public consultation.<sup>3</sup>

"Mission LiFE can become a mass movement of environmental conscious lifestyle. What is needed today is mindful and deliberate utilisation, instead of mindless and destructive consumption."

- Hon'ble Prime Minister Narendra Modi at COP 26 (November 2021)



<sup>1</sup> LiFE LiFEstyle for Environment ([missionlife-moefcc.nic.in](https://missionlife-moefcc.nic.in))

<sup>2</sup> Brochure-10-pages-op-2-print-file-20102022.pdf ([niti.gov.in](https://niti.gov.in))

<sup>3</sup> <https://moef.gov.in/en/s-o-2779e-26-06-2023-draft-green-credit-programme-implementation-rules-2023-for-public-consultation/>



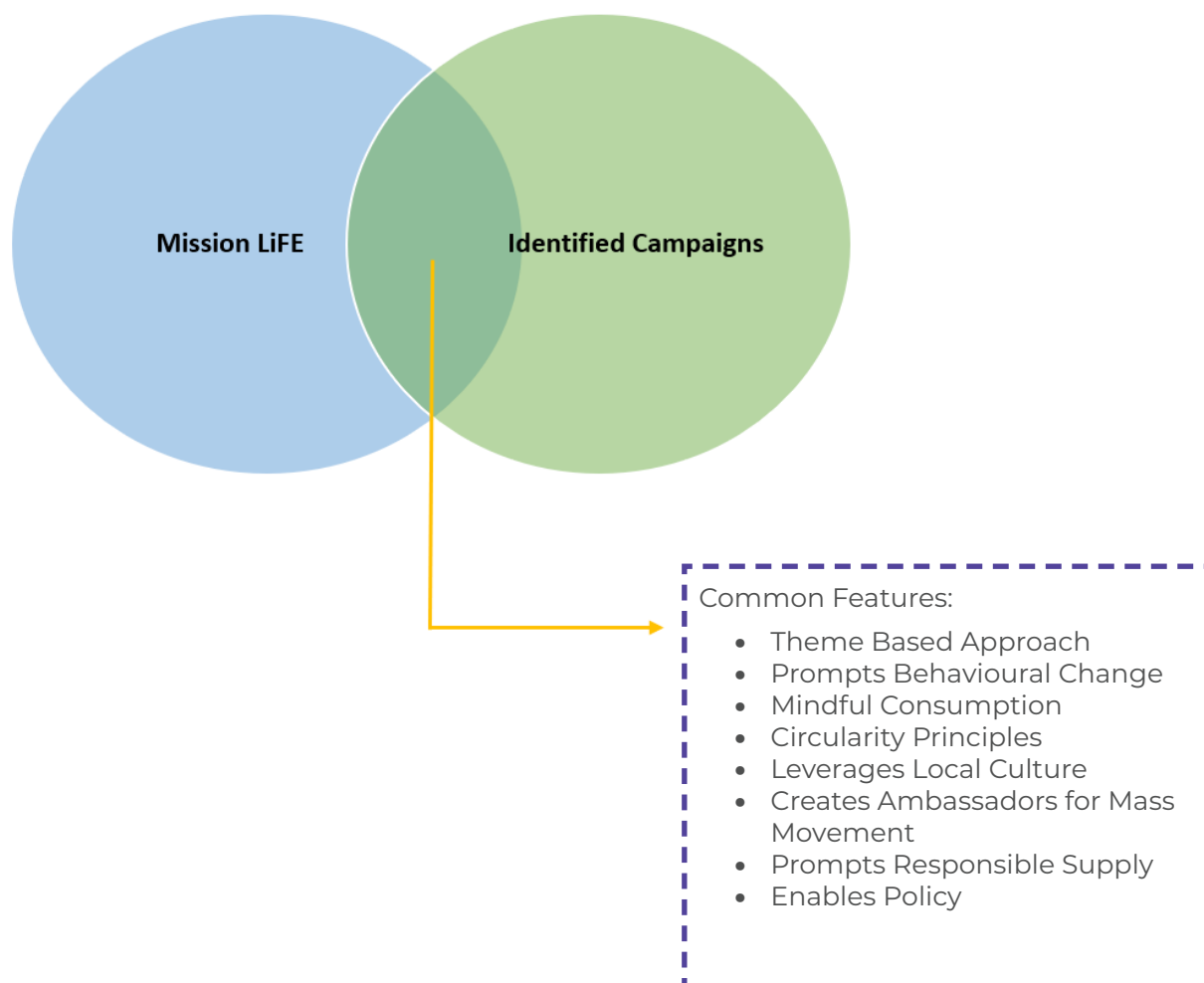
# An Assortment of Relevant Global Campaigns

## Objective

The objective of this Report is to collate important features of the relevant campaigns and create a strong reference compendium for the implementers of Mission LiFE. It is envisaged, the research and analysis will support implementers of Mission LiFE design effective, evidence based and outcome oriented campaigns.

## Methodology

The campaigns enlisted in this Report have a clear linkage with Mission LiFE. The campaigns align with the Mission LiFE thematic areas and underscore the importance of individual and collective actions on mindful consumption and circular economy to combat climate change. The campaigns also prompt the importance of reviving local cultures and traditions in the mass movement towards the common goal. The campaigns were identified based on the common features and themes under Mission LiFE. The common features identified were nudge in behavioural change, mindful consumption, circularity, reliance on local cultures and traditions, creating ambassadors and role models, prompting responsible supply and influencing policy. Below is a conceptual framework on the methodology and common features.


















## The Relevant Campaigns: Schematic Overview and Details

This Report delved in to 12 campaigns, the idea is to provide a wholistic approach and understanding on potential ways to flesh out Mission LiFE. Below is the schematic table on the relevant campaigns and their thematic linkage with Mission LiFE. The table also enlists the lead promoter and the SDGs the campaign targets. It is pertinent to note, while the most relevant SDGs and Mission LiFE thematic area(s) have been highlighted, in practicality most campaigns cut across multiple SDGs and themes. Followed by the table is a narrative highlighting important features of the campaign and key take aways for Mission LiFE.

**Schematic Table: The Campaigns & Mission LiFE**

S.No	Campaign	Lead Promoter	Target Sustainable Development Goals (SDGs)	Mission LiFE Thematic Areas						
				Water Saved	Waste Reduced	Sustainable Food Systems	Energy Saved	Single Use Plastic Reduced	Healthy Lifestyle Adopted	E-Waste Reduced
1	EU Ecolabel	European Commission	 							
2	European Climate Pact	European Commission	 							
3	Count Us In	Future Stewards Foundation	 							
4	Playing My Part	European Commission, International Energy Agency	  							
5	Reset the Trend & RECE Model	European Commission	 							
6	3 Billion Trees Pledge	European Commission	 							



S.No	Campaign	Lead Promoter	Target Sustainable Development Goals (SDGs)	Mission LiFE Thematic Areas						
				Water Saved	Waste Reduced	Sustainable Food Systems	Energy Saved	Single Use Plastic Reduced	Healthy Lifestyle Adopted	E-Waste Reduced
7	Citizens for Pollinator Conservation & Pollinator Park	European Commission	   							
8	International Climate Initiative	German Govt	 							
9	Kamikatsu Zero Waste	Kamikatsu Municipality, Japan								
10	Bogota Water Fund	Nature Conservancy, SABMiller Plc	 							
11	Food Dudes Healthy Eating	Bangor University, UK								
12	Don't Mess with Texas		 							



# EU ECOLABEL: GUIDE FOR SUSTAINABLE CHOICES

<b>Lead Promoter</b>	European Commission (Energy, Climate Change, Environment)
<b>Theme</b>	Circular Economy
<b>Relevant SDGs</b>	12, 13
<b>Year of Launch</b>	1992
<b>Target Group(s)</b>	Consumers, Retailers, Businesses
<b>Goal</b>	To empower market actors to consume, produce and live more sustainably and to engage them in the transition towards a circular economy. <sup>4</sup>
<b>Impact</b>	<b>29</b> Countries across Europe <b>88045</b> Products Awarded EU Ecolabel <b>2376</b> Licenses Awarded to EU Companies



<sup>4</sup> About the EU Ecolabel (europa.eu)



## About the Campaign

The EU Ecolabel enables consumers identify goods and services that demonstrate high quality and environmental excellence along their full lifecycle (extraction of raw material to disposal), through a label. Under the campaign, the EU Ecolabel (EU Flower) is provided to brands that meet quality standards and criteria across health, safety, ethical and social indicators set out in the official Regulation of the European Parliament and Council (2009).<sup>5</sup> The Ecolabel is third party verified and is ISO 14024 Type 1 compliant.



As of now, the Ecolabel is provided across 11 goods and services (Do-It-Yourself products, clothing and textiles, furniture and bed mattresses, holiday accommodation, electronic displays, coverings, cleaning, gardening, lubricants, paper, personal care). The label is a mark of reliant green excellence and discipline.

## Key Features

- ▶ The Ecolabel is based on **standardized processes** and **scientific evidence**.
- ▶ The Ecolabel is **multicriterial**, including environmental, ethical and social standards, certifying excellence in environmental performance throughout product lifecycle. Most common labels demonstrating environmental excellence only include carbon/greenhouse gas emissions standards.
- ▶ The campaign website provides comprehensive information for consumers on how to read the label, and information for businesses/producers on how to obtain the label. The idea is to **create demand for products and services with the label and responsive supply**.
- ▶ Eco-labels are one of the new voluntary tools considered by the EU for advancing the implementation of sustainable public procurement, thereby prompting a change in **EU's public procurement policy**.<sup>6</sup>



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<sup>5</sup> Regulation (EC) No 66/2010 of the European Parliament and of the Council of 25 November 2009 on the EU Ecolabel (europa.eu)

<sup>6</sup> <https://www.jstor.org/stable/26639578>



## Key Takeaways for Mission LiFE

- ▶ **Evidence Based Behavioural Change:** The campaign uses the Ecolabel to nudge behavioural change towards sustainable consumption patterns. Further, the campaign uses evidence and data to back the label value and raise awareness. In 2017, a survey was undertaken to review the awareness and understanding of the label. The Eurobarometer (2017) Survey revealed that 32% of respondents agreed Ecolabels played an important role in purchasing decisions, while 78% agreed they trusted products with the Ecolabel were 'environmentally friendly'.
- ▶ **Mindful Consumption:** The campaign encourages mass movement towards mindful consumption, reduced wastage and healthy lifestyles through purchasing products that demonstrate environmental excellence. The campaign uses the label to nudge movement towards sustainable and mindful consumption, whereby the consumers will know how their consumption choices are impacting the environment.
- ▶ **Prompts Responsible Supply:** The campaign allows brands to compete on high standards of quality and responsible life cycle assessment. The eco-label acts as an important tool for marketers to differentiate themselves from non-eco-marked products of sub-par sustainability. Further, the campaign creates a demand for such products and services.
- ▶ **Policy Influence:** Green Procurement Schemes and tax credits for investments serve as incentives for businesses to incorporate Ecolabel standards. The Schemes not only increase visibility and brand value but also increase market access. This is similar to India's FAME scheme which offers financial incentives to promote the adoption of electric vehicles.





# EUROPEAN CLIMATE PACT: MY WORLD, MY ACTION, OUR PLANET

Lead Promoter	European Commission (Climate Action)
Theme	Climate Change
Relevant SDGs	12, 13
Year of Launch	2020
Target Group(s)	Individuals, Youth, Organisations, Local & National Govts
Goal	To make the Europe the first climate neutral continent by 2050
Impact	<b>4,377,420 pledges</b> by EU citizens <b>680 pledges</b> by organisations <b>16,603,803 kgs</b> delivered in carbon reduction <b>628</b> committed ambassadors

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## About the Campaign

The European Climate Pact encourages individuals, organisations and governments to take real actions, individually and collectively, to combat climate change and create a sustainable Europe. The campaign provides 16 actions (across food, home, lifestyle, travel, voice) that individuals may take and monitor, 14 actions (across climate change, environmental degradation) that organisations may take towards climate action. The European Climate Pact is a platform for individuals, communities, organisations to participate in climate action by undertaking a pledge on provided actions, spreading awareness, implementing solutions and collaboration. The campaign aligns with the European Green Deal that aims to ensure economic growth decoupled from resource use and that 'no person and no place' is left behind.<sup>7</sup>

## Key Features

- ▶ The Pact provides simple **16 steps** that can be taken on daily basis to reduce carbon footprint. Individuals and organisations are encouraged to pledge to incorporate one or more steps and monitor potential impacts of their actions.
- ▶ The Pact finds **innovative ways to meaningfully engage people, as individuals and/or as communities**. Some of the interesting features are:
  - ◆ **Consumer Footprint Calculator:** Allows individuals to calculate the environmental impacts of their consumption pattern, and evaluate how the changes in their lifestyle may affect the personal footprint. It considers five areas of consumption, namely food, mobility, housing, household appliances, and household goods.<sup>8</sup>
  - ◆ **European Climate Pact Ambassadors:** Is a way to create role models and inspire others, citizens, organizations, and regional and national governments to get involved in climate action. They urge relevant stakeholders and policymakers to deploy ambitious measures and mechanisms to accelerate systemic changes. They also team up with like-minded individuals, collaborate with stakeholders from across Europe and share information on EU climate policy and action.<sup>9</sup> Similarly, **Friend of the European Climate Pact** is not required to fill any criteria but can amplify Pact branded communication.
  - ◆ **Peer Parliaments** have been conducted across 26 Member States, where 5-10 individuals brainstormed ideas and solutions for some of Europe's biggest climate and environmental questions, all from the comfort of their own homes, workplaces, classrooms. The Peer Parliaments hosted between November 2021 and March 2022 provided crucial insights into how Europeans want to fight climate change.<sup>10</sup>
- ▶ The campaign **puts the European Commission at the forefront under its North Star Pledge**, it aims to become climate neutral by 2030, reducing its gas emissions by 60% from 2005.<sup>11</sup>
- ▶ The priority topics under the Pact include education and awareness, **green areas, green transport, green buildings, green skills/jobs**. The actions offer immediate benefits not only for the climate and the environment, but also for the health and wellbeing of citizens.
- ▶ **EU Emissions Trading System (EU ETS);** National targets for sectors outside emissions trading; Boosting energy efficiency, renewable energy and governance of EU countries' energy and climate policies; Promoting innovative low-carbon technologies; Phasing down climate-warming fluorinated greenhouse gases; Protecting the ozone layer; Adapting to the impacts of climate change; Funding climate action.



<sup>7</sup> A European Green Deal (europa.eu)

<sup>8</sup> Consumer Footprint Calculator (europa.eu)

<sup>9</sup> Ambassadors (europa.eu)

<sup>10</sup> Peer Parliaments (europa.eu)

<sup>11</sup> European Commission (europa.eu)



## Key Takeaways for Mission LiFE

- ▶ **Date Oriented Actions for Behavioural Change:** The campaign provides clear, simple and actionable steps that can be taken by individuals, at personal level or collectively, and/or by organisations. Further, instruments such as Consumer Footprint Calculator, enable consumers calculate the impacts of their steps.
- ▶ **Value in Behavioural Change and Data Projections:** The campaign attaches value to behavioural change. It enlists 6 values that should be underscored to individual/organisation's pledge (eg: no greenwashing, transparency, local context and inclusiveness). Further, the campaign website provides sufficient data on climate change, issues, possible solutions and potential impacts. Such robust database builds credibility and visibility.
- ▶ **Creating Ambassadors for Mass Movement:** Climate Pact amplifies awareness through role models and ambassadors. The campaign provides simple steps for individuals and organisations to lead as ambassadors and influence behavioural change.
- ▶ **Awareness and Green Skilling:** The campaign prompts green jobs and green skilling. As Mission LiFE moves towards sustainable practices, it should also encourage businesses to support green jobs, skills and green areas, for long-term impact.
- ▶ **Leading by Example:** Through the North Pledge, the campaign paves way for the European Commission as an institution to lead by example (carbon neutral by 2030). Indian institutions may also lead by example by pledging to cut waste, increase reliance on renewable energy.

"If society needs to change, we, as an institution, must also transform the way we work, and demonstrate our ability to set the example of moving towards a sustainable and climate-neutral society."

*Johannes Hahn, European Commissioner for Budget & Administration*



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# COUNT US IN

<b>Lead Promoter</b>	Future Stewards Foundation
<b>Theme</b>	Climate Change
<b>Relevant SDGs</b>	12, 13
<b>Year of Launch</b>	2020
<b>Target Group(s)</b>	Individuals, Communities, Organisations
<b>Goal</b>	To make every step count as part of a global aggregator and provide powerful evidence to understand, measure and promote effective action against climate change
<b>Impact</b>	<b>678,988</b> People <b>17,488,116</b> Steps Taken <b>183,145,239 kg CO2e</b> Carbon Saved



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## About the Campaign

Count Us In is a part of the European Climate Pact.<sup>12</sup> Like European Climate Pact, Count Us In encourages individuals, communities and organisations to come together and take actions to combat climate change and reduce environmental degradation. The steps undertaken under Count Us In, add up to the European Climate Pact. Count Us In comprises 16 steps that can be taken at individual and/or collective level, towards the campaign objectives. Below are the steps for individuals, the campaign also provides specific actions for communities and organisations.<sup>13</sup>

### Count Us In Actions:

- ▶ Talk About It
- ▶ Spark Ideas At Work
- ▶ Keep Politicians Accountable
- ▶ Cut Food Waste
- ▶ Eat More Veggies
- ▶ Switch to Clean Energy
- ▶ Heat & Cool Smarter
- ▶ Insulate Your Home
- ▶ Sun Power
- ▶ Get Around Greener
- ▶ Fly Less
- ▶ Drive Electric
- ▶ Make Your Money Count
- ▶ Grow More Trees
- ▶ Reduce & Recycle
- ▶ Join a Group

### Key Features

- ▶ The **16 steps have been created by world leading climate experts** based on 3 criteria: impact, influence and involvement.
- ▶ The campaign is a platform for individuals and organisations to customise actions and **create their own campaigns, collaborate, engage and share information** on the website and social media.
- ▶ **Accountability** is attached to the pledge/actions. Further, the campaign website provides impact calculator, tips and benefits to inculcate the actions.
- ▶ The campaign intends to build a **global community of ambassadors** representing sports, movies, local communities that represent mindful actions against climate change.
- ▶ Count Us In is based on the assumption that **the non-activist middle needs to be engaged** and inspired to accelerate change. This “middle” group of 1 billion people not only has a significant carbon footprint, but is greatly influential with political and business leaders. By acting, 1 billion people will create market demand, incentivizing and rewarding business change. At the same time, they will create political pressure and a space for leaders to act more boldly.



“We must act now. The success of the climate movement depends on building new and unlikely coalitions and ensuring each one of us do our part.”

*Christina Figueres, Former Head, COP 21*

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<sup>12</sup> The Count Us In community comprises over 100 organisations including EU, UN Institutions, etc

<sup>13</sup> Take Action with the European Climate Pact ([count-us-in.com](https://count-us-in.com))



## Key Takeaways for Mission LiFE

- ▶ **Clear Actions for Behavioural Change:** Count Us In not only provides actionable steps but also tips and benefits for implementing the same. The steps enlisted (16 steps) are clear, simple and based on scientific evidence. Further, the campaign website allows campaigners to choose their step(s) and track progress.
- ▶ **Engagement, Flexibility and Outreach:** The campaign allows individuals/communities to customize the steps per convenience and showcase how they made it work. Such interface encourages online engagement and subsequent outreach.
- ▶ **Co-Create Globally:** In line with Mission LiFE, Count Us In, encourages ways to collaborate and engage stakeholders at a larger level. The campaign provides simple steps to create, collaborate and engage at a larger scale. Mission LiFE should also provide practical ways for individuals/communities to co-create and amplify the campaign.
- ▶ **Increasing Campaign Footprint through Language:** Count Us In brochures, steps and tips have been printed in multiple languages to increase outreach and uptake. This is an important take away for a multi-linguist country like India.
- ▶ **Policy Influence:** The widespread engagement and support garnered by the Count Us In can have direct influence on policy development. It can amplify the voice of individuals and communities, raising awareness and calling for stronger government action on climate change. In India's context, such initiatives can contribute to policy formulation that involves civic society more directly in achieving India's Nationally Determined Contributions (NDCs), Renewable Energy targets and more.



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# PLAYING MY PART: KEY ENERGY SAVING ACTIONS

<b>Lead Promoter</b>	European Commission and International Energy Agency
<b>Theme</b>	Energy
<b>Relevant SDGs</b>	7, 12, 13
<b>Year of Launch</b>	2022
<b>Target Group(s)</b>	EU Citizens, Companies, Local & National Govts
<b>Goal</b>	To enable EU citizens reduce their energy use and save money, that would save enough oil to fill 120 tankers enough natural to heat almost 20 million homes, if adopted by all. <sup>14</sup>
<b>Impact<sup>15</sup></b>	

<sup>14</sup> [Playing my part \(europa.eu\)](https://european-council.europa.eu/media/1000000/attachment/data/1000000/1000000.pdf)

<sup>15</sup> As the campaign is very recent (launched on 21 April 2022), there is limited information on impact created

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Unsplash





## About the Campaign

Playing My Part is a joint campaign by the European Commission and the International Energy Agency, focused on energy conservation. It comprises 9 steps that EU citizens, companies, local and national governments can take to save energy and subsequently save money. The campaign attempts to generate evidence based awareness on energy saving, reduced greenhouse gas emissions and energy efficiency as central factor in planning and investments.<sup>16</sup>

### Key Features

- ▶ The campaign focuses on three aspects – awareness on energy efficiency, energy saved and money saved. The campaign provides clear linkage and quantifiable impacts of the action taken (**energy saved**) vis-à-vis the monetary benefits (**money saved**).
- ▶ The campaign carries **host of information** related to energy systems, data, analysis to enable overall understanding on energy efficiency and implications on climate change.
- ▶ **Clear roles for employers and governments** have been identified under the campaign. For instance, employers are encouraged to allow work from home and enable understanding on energy efficiency, while governments are encouraged to provide financial incentives to use public transport.

### Key Takeaways for Mission LiFE

- ▶ **Nudges Adopted for Behavioural Change:** Two kinds of behavioural nudges have been adopted - economic nudge and sentimental nudge. The economic nudge provides detailed account of which activity would help reduce energy and save money. Sentimental nudge prompts energy saved supports Ukraine and reduce reliance on Russian gas. Enabling consumers understand the financial and sentimental implications of mindful consumption, will increase chances of uptake.
- ▶ **Empirical Outcome of the Enlisted Steps:** The campaign encourages uptake of the enlisted steps by providing empirical outcomes. For instance, leaving car at home every Sunday for a year could save upto 100 Euros/year. Similarly, setting air conditioner 1 °C warmer could reduce the amount of electricity used almost 10% and save EUR 20 a year/person. Such clear outcomes, allow campaigners to understand the financial and carbon implications of their steps, generate ownership and interest.
- ▶ **Stakeholder Engagement for Increased Outreach:** The European Commission and International Energy Agency engage with key stakeholders (consumers, workers, leaders in local and national governments) to enhance awareness on the benefits of energy conservation. For Mission LiFE to become successful, the campaigns should identify key stakeholders and roll out strategic long term engagement plans.

#### Playing My Part

1. Turn down heating and use less air-conditioning
2. Adjust boiler's settings
3. Work from home
4. Use car more economically
5. Reduce speed on highways
6. Leave car at home on Sundays
7. Walk or bike
8. Use public transport
9. Skip the plane, take train



<sup>16</sup> [Playing my part – Analysis - IEA](#)



# RESET THE TREND & RECE ROLE MODELS



<b>Lead Promoter</b>	European Commission (Energy, Climate Change, Environment)
<b>Theme</b>	Circular Economy
<b>Relevant SDGs</b>	6,12,13
<b>Year of Launch</b>	2023
<b>Target Group(s)</b>	Youth, Consumers, Retailers, Designers, Producers
<b>Goal</b>	To reduce environmental impacts of the textile and garment industry by promoting circularity and mindful consumption.
<b>Impact<sup>17</sup></b>	

<sup>17</sup> Given the recent launch of the campaign (2023), the impact is yet not identified



## About the Campaign

ReSet the Trend focuses on the textile and garments sector, specifically fashion, and aims to raise awareness on the waste generated out of fast fashion and nudge behavioural change towards sustainable fashion.<sup>18</sup> The campaign enlists simple steps to endorse sustainable fashion and subsequently reduce wastage and prompt businesses to design more sustainable clothing. The campaign encourages consumers, designers as well as producers to be part of the solution. Importantly, it encourages campaigners to become Ambassadors, or the **RECE Role Models** and spread awareness on circularity and mindful consumption.

## Key Features

- ▶ Individuals, businesses may **become ambassadors/role models** by using 'ReSet the Trend' filter on social media, along with #RefashionNow. Simple steps have been provided to link the social media uploads with the campaign website.
- ▶ **Youth** has been engaged as #RefashionNow Ambassadors to make fast fashion out of fashion as campaign ambassadors.
- ▶ The campaign encourages **lifecycle assessment**, which means that all textile products must be durable, repairable and recyclable.
- ▶ **Re-use and repair services** are encouraged, producers are expected to take responsibility for their products along the supply chain.
- ▶ The campaign is a **run up to the new design requirements** that will be framed for textiles to ensure durability, repair, recycle and protect from greenwashing.
- ▶ The campaign endorses **Digital Product Passport**, based on key environmental factors.
- ▶ As a tool for companies and other organisations to evaluate, report, and continuously improve their environmental performance, EMAS facilitates organisations the transition of all sectors towards a green economy. EMAS-registered organisations have to monitor all their environmental impacts and from there set up an environmental policy with short- and long-term goals for their business. To ensure transparency and credibility the companies publish an annual environmental statement and an audit by a third-party verifier is performed each year



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### ReSet the Trend

1. Don't buy too many clothes, wear each at least 30 times
2. Wash clothes at a lower temperature
3. Donate and/or sell owned clothes
4. Patch and repair damages
5. Swap unused clothes with friends and family
6. Rent clothes
7. Invest in quality over quantity

<sup>18</sup> [RESet the Trend \(europa.eu\)](https://resetthetrend.europa.eu/)



## Key Takeaways for Mission LiFE

- ▶ **Prompts 'Change in Demand' and 'Change in Supply':** The crux of the campaign is to endorse and encourage sustainable fashion and thereby prompt shift in production practices. While Mission LiFE expects consumers to prompt change in practices in supply, ReSet the Trend expects both consumers and businesses to play parallel and equal part towards sustainability.
- ▶ **Multilingual Campaign:** ReSet the Trend has been launched in multiple languages. Given India's diversity, Mission LiFE could also be amplified in multiple languages.
- ▶ **Upskilling:** The campaign underscores the importance of upskilling in the textiles sector to sustain and build long term uptake of green initiatives.
- ▶ **Multistakeholder Approach:** The campaign is a platform for not only consumers but also producers, designers to showcase green initiatives. Similarly, Mission LiFE should provide space for businesses to demonstrate green initiatives under the campaign.
- ▶ **Aligns with Policy Initiatives:** To make the campaign more robust and impact oriented, clear linkage with specific policies and intentions have been provided. For instance, there is a clear linkage with EU Strategy for Sustainable and Circular Textiles. Such linkage provides clear and meaningful vision towards the final goal of the initiative.

"We have one goal: that in the long term only the most sustainable products will reach the market here in Europe. We want everyone to be part of that change and Reset the Trend."

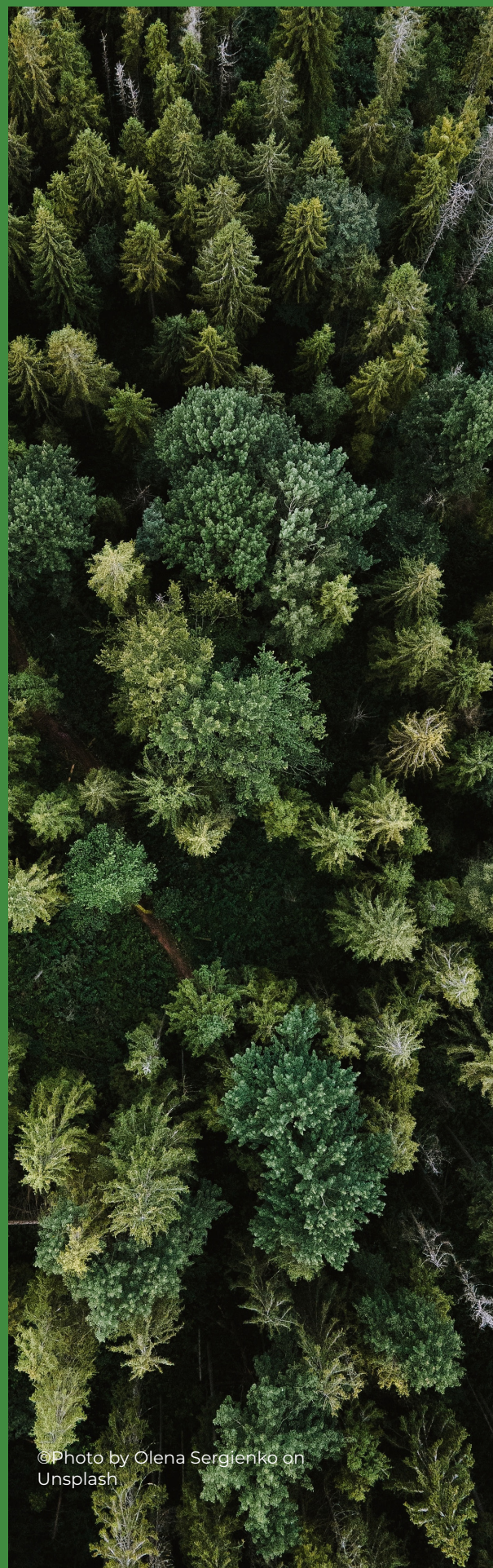
*Virginijus Sinkevicius, Commissioner for Environment, Oceans & Fisheries*





# 3 BILLION TREES PLEDGE

<b>Lead Promoter</b>	European Commission (Energy, Climate Change, Environment)
<b>Theme</b>	Biodiversity
<b>Relevant SDGs</b>	13, 15
<b>Year of Launch</b>	2020
<b>Target Group(s)</b>	Governments, Organisations, Citizens
<b>Goal</b>	To plant at least 3 billion additional trees in the EU by 2030 in full respect of geographical principles <sup>19</sup>
<b>Impact</b>	<b>27</b> EU Countries <b>11,351,528 trees</b> planted (in the EU) <b>33</b> Active Organisations



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Unsplash

<sup>19</sup> The #3BillionTrees Pledge - European Commission (europa.eu)

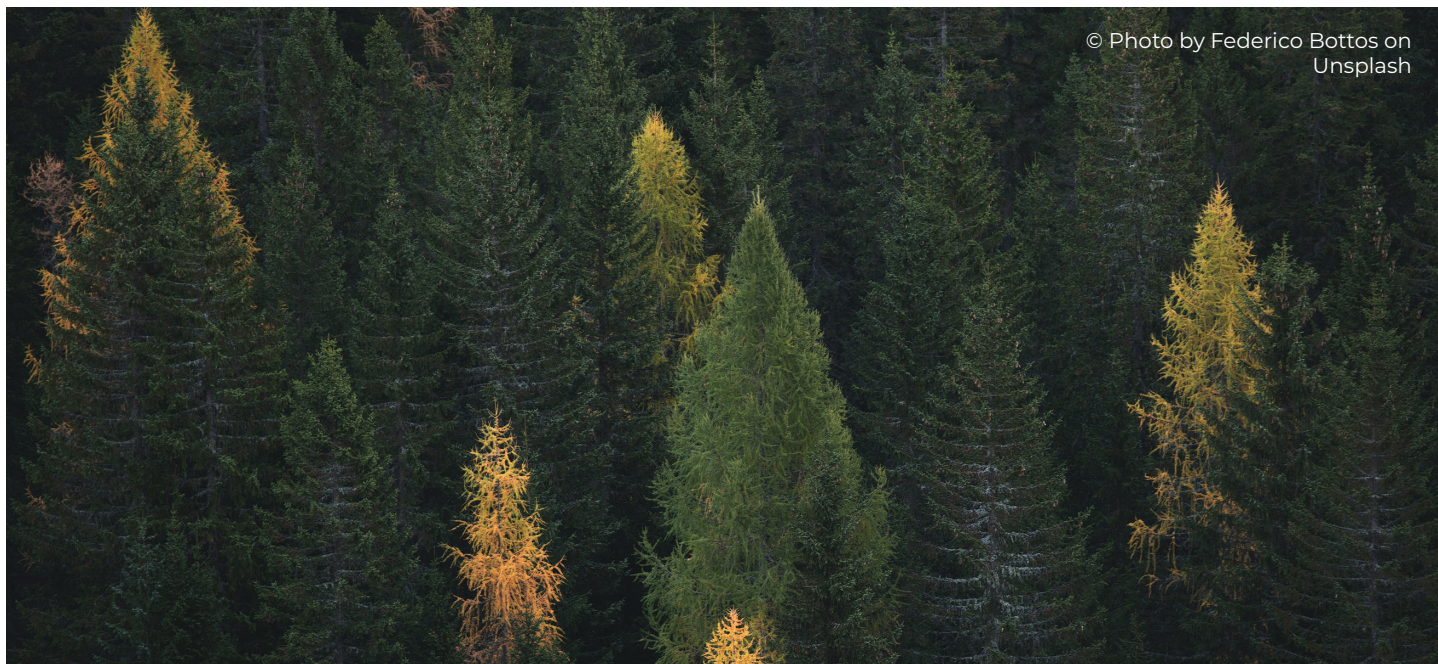


## About the Campaign

3 Billion Trees is part of the European Green Deal and the EU Biodiversity Strategy for 2030. The objective is simple – to plant 3 billion additional trees in the EU by 2030. The campaign is also aligned with the EU Forest Strategy for 2030, with the objective of improving quantity and quality of EU forests and combating climate change and biodiversity loss.

## Key Features

- ▶ **‘Map My Tree’** is an innovative feature of the campaign which counts the new trees planted under the campaign. This is accompanied by a map which provides options to view the geographical areas where the trees have been planted, by country and/or regions. The map also reflects the density of forests in specific areas to enable individuals take informed decisions on where to plant.
- ▶ The trees are **to be planted in full respect of ecological principles**, that is, ensuring the right mix of tree species. The campaign website provides insightful information on which trees to plant where. For example, no trees should be planted in areas of high nature value such as mires, bogs, fens, wetlands, peatlands, and grasslands.
- ▶ The campaign, under EU Forest Strategy for 2030, has a **Roadmap** on how it will achieve its targets, while respecting nature.



## Key Takeaways for Mission LiFE

- ▶ **Leverages Local Culture:** The campaign encourages individuals and organisations to plant trees per local traditions and values. It also provides clear information on what trees to plant where to ensure biodiversity.
- ▶ **Based on Policy Initiatives:** Creating campaigns based on policy initiatives help create clear goals, objectives and targets. Mission LiFE could leverage Schemes such as Green India Mission, National Afforestation Programme.
- ▶ **Data & Insights:** Providing simple data and insights (such as Map My Tree) will capacitate campaigners to take informed actions



# CITIZENS FOR POLLINATOR CONSERVATION & POLLINATORS PARK

<b>Lead Promoter</b>	European Commission (Energy, Climate Change, Environment)
<b>Theme</b>	Biodiversity
<b>Relevant SDGs</b>	12, 13, 15, 17
<b>Year of Launch</b>	2018 (Citizens for Pollinator), 2020 (Pollinator Park)
<b>Target Group(s)</b>	EU Citizens, Youth
<b>Goal</b>	To empower citizens and communities to actively contribute to the conservation of pollinators and their habitats
<b>Impact</b>	<p>Over <b>1 million Europeans</b> signed the 'Save bees and farmers! Towards a bee-friendly agriculture for a healthy environment' European Citizen's Initiative (ECI)</p> <p><b>€9 million project</b> to support the FAO's work in Africa, the Caribbean and the Pacific on the promotion of ecosystem-based agricultural practices, including the preservation of natural habitats for wild pollinators and the mitigation of risks posed by pesticide</p>



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Photography on Unsplash



## About the Campaigns

Action for Pollinators Conservation is a bouquet of campaigns and actions for individuals, youth, organisations to take to support pollinator conservations and protect nature. The campaign provides a host of actions that campaigners can undertake to raise awareness and take real actions towards protection of pollinators and nature.

## Key Features

- ▶ **Pollinator Park** was launched under the EU Pollinators Initiative. The park is an interactive digital tool to raise awareness on the decline of pollinators. It offers a dystopian virtual reality experience of how the world would look like in 2050, without pollinators.<sup>20</sup>
- ▶ The campaign provides for role models titled, '**pollinator-friendly consumer**' and a '**citizen scientist**', who choose environment friendly products, avoids harmful products and those producing too much waste. They eat local, organic, and seasonal food and buy low impact outdoor lighting.
- ▶ The campaign also provides for **pollinator scientists** who go beyond above mentioned actions, and participate in pollinator monitoring and awareness raising, use their skills to observe pollinators in their area and take part in a pollinator monitoring programme.<sup>21</sup>
- ▶ Knowledge and experience sharing with the international community through the **Coalition of the Willing on Pollinators**, and dedicated events (for example regional EPPA workshop), is encouraged.
- ▶ An important outcome of the campaign was the **World Bee Day (2019)** which aimed at undertaking multiple activities to reach out to school children and raise awareness on the importance of protecting pollinators.<sup>22</sup>



<sup>20</sup> [Pollinator Park \(europa.eu\)](https://europa.eu)

<sup>21</sup> [International action - EU Pollinator Information Hive - EC Public Wiki \(europa.eu\)](https://europa.eu)

<sup>22</sup> [World Bee Day 2019 - EU Pollinator Information Hive - EC Public Wiki \(europa.eu\)](https://europa.eu)



## Key Takeaways for Mission LiFE

- **Leverages Video Gaming/Virtual Reality to Nudge Behavioural Change:** The Pollinator Park is a unique campaign as it used virtual reality to tour through what the world would look like if there were no pollinators. The engaging tour makes a strong and emotional case for nature protection.
- **Targeted Audience:** With the dystopian virtual tour, the Pollinator Park specifically targets the youth to enhance understanding on the importance of pollinators in protecting the nature and environment. The video has been used in museums and relevant places to amplify outreach. Similarly, the World Bee Day (2019) campaign specifically targeted school children.
- **Co-Create Globally:** The campaign provides ways to integrate global community and exchange knowledge and experience on pollination.

“Pollinator Park shows us that the future of agriculture depends on pollinators. Without pollinators and biodiversity in general, the agriculture we know today will be a distant memory. This is why we have set ambitious targets in the European Green Deal to preserve biodiversity and promote sustainable farming practices such as organic farming.”

*Janusz Wojciechowski, European Commissioner for Agriculture*

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# INTERNATIONAL CLIMATE INITIATIVE

<b>Lead Promoter</b>	Federal Government of Germany
<b>Theme</b>	Biodiversity Loss, Climate Change
<b>Relevant SDGs</b>	15
<b>Year of Launch</b>	2008
<b>Target Group(s)</b>	Organisations, Policymakers, Youth
<b>Goal</b>	To inform a billion people about the values of biodiversity and encourage them to take action – achieve at least 3 billion views on online platform
<b>Impact</b>	<b>950</b> Climate and Biodiversity projects across 150 countries



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Unsplash



## About the Campaign

International Climate Initiative focused on creating awareness through open-source material, toolkits, educational videos on biodiversity and nature conservations.<sup>23</sup> Further, the campaign has financed over 900 projects across the globe on implementing solutions to address climate change and biodiversity loss. The implementing organisation was World Wide Fund, Germany and the campaign cut across multiple countries (Singapore, Mexico, Brazil, China, India, Kenya, Peru, amongst others) to deliberate on biodiversity, climate change, preventive measures in future zoonotic pandemics.

## Key Features

- ▶ The campaign leveraged **innovative technologies, social media, data visualization, and other digital tools** to enhance biodiversity communication and engagement.
- ▶ **Robust monitoring and evaluation mechanisms** were designed to measure impact and outcomes, for instance, communications were effectively tracked by counting views received on videos and audiograms.
- ▶ The campaign specifically targeted **Aichi Target 1**, which aims to raise awareness on the values of biodiversity and the need for its conservation and sustainable use. By concentrating efforts on achieving this particular target, the initiative aligns with the global biodiversity conservation agenda.<sup>24</sup>
- ▶ The campaign created three themed days: **World Migratory Birds Day, World Food Day, World Cities Day.**

## Key Takeaways for Mission LiFE

- ▶ **Robust Monitoring, Evaluation Tools:** As Mission LiFE attempts to roll out mammoth campaigns, it is pertinent to design robust monitoring and evaluation tools that enable measurement of outcomes. For instance, the campaign recorded over 7.06 million digital views on the three theme days between July and December 2021.
- ▶ **Digitisation and Access:** The campaign website should clearly enlist the projects undertaken and capture the key features, targets achieved and budget spent.
- ▶ **Targeted Approach for Target Audience:** To ensure efficient outreach, the campaign planned targeted approach for target audience. For instance, for youth, it called for engaging videos, while for policy makers it called for comprehensive toolkits for decision making.

International Climate Initiative has funded global campaigns worth 6 billion Euros from 2008-2022.



© Photo by Vincent van Zalinge on Unsplash

<sup>23</sup> About the IKI | Internationale Klimaschutzinitiative (IKI) (international-climate-initiative.com)

<sup>24</sup> <https://www.international-climate-initiative.com/en/project/scaling-up-biodiversity-communication-for-achieving-aichi-target-1-17-iv-095-global-a-achieving-aichi-target-1/>



# KAMIKATSU ZERO WASTE CAMPAIGN - JAPAN

<b>Lead Promoter</b>	Kamikatsu Municipality, Japan
<b>Theme</b>	Waste reduction, Circular economy
<b>Relevant SDGs</b>	12
<b>Year of Launch</b>	2003
<b>Target Group(s)</b>	Consumers, Retailers, Businesses
<b>Goal</b>	Eliminate all waste in Kamikatsu by 2020. <sup>25</sup>
<b>Impact</b>	Composting raw garbage <b>increased by 97%</b> <b>81% recycle rate</b> achieved in 2016

<sup>25</sup> <https://zwtk.jp>

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## About the Campaign

Kamikatsu is the first municipality in Japan to make a zero-waste declaration. With around 1,500 residents at present, each individual of the village is responsible for managing their own waste by separating re-usable, recyclable, and biodegradable items from non-recyclables and non-biodegradables. Instead of trash trucks, residents bring their waste to a central disposal facility. The zero waste initiative began in 2003 when the incinerator waste system became overwhelmed. Town officials declared that by 2020, Kamikatsu would produce no waste, leading to a change in residents' perception of trash as many disposable items were considered reusable, recyclable, or compostable.

At present, residents of Kamikatsu can sort their garbage in 45 categories and have achieved a recycle rate of 81% which is much higher than Japan's national average rate of 20%. Residents wash non-organic waste at home before taking it to the Hibigatani Waste and Resource Station for segregation. Over time, the waste collection centre has transformed into a community gathering place, featuring a circular shop where residents can both donate and pick up items free of charge.

## Key Features

- ▶ The town offers an **incentive system**, allowing people to earn recycling points for bringing eco-friendly products in the disposal facility. Through informative signs, they highlight the money saved by recycling, instead of incinerating, thereby reminding residents of their social responsibility towards the environment.
- ▶ In 2016, Kamikatsu implemented a **'Zero Waste Accreditation System' to certify and encourage food and beverage establishments to adopt zero waste practices**. While this takes care of the supply side, on the demand side the system encourages customers to support such certified businesses.
- ▶ The program has successfully proven that **waste recycling is economically beneficial than waste incineration**.<sup>26</sup>

## Key Takeaways for Mission LiFE

- ▶ **Behavioural Change-Mindful Consumption:** The campaign encourages mass movement towards reducing and recycling waste. Instead of emphasizing on treating waste, the campaign targets the origin of waste generation and motivates people to consume in a sustainable manner.
- ▶ **Change in Supply:** The campaign, with its Zero Waste Accreditation System, encourages waste reduction and use of environment-friendly products. The system also ensures that the procured ingredients of such businesses are visible to the customers so that they can make an informed choice.



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<sup>26</sup> <https://www.downtoearth.org.in/news/waste/ten-zero-waste-cities-kamikatsu-japan-s-zero-waste-miracle-town-68577>



# BOGOTA WATER FUND – COLOMBIA

**Lead Promoter** The Nature Conservancy, SABMiller Plc <sup>27</sup>

**Theme** Water saved

**Relevant SDGs** 6, 15

**Year of Launch** 2008

**Target Group(s)** Residents (including landowners in the watershed region), industries, water utilities.

**Goal** Protect water source of Bogota by investing in the source watershed

**Impact** Clean and sufficient water for **8 million residents** of Bogota

**Saved upto \$4 million** every year of industrial water filtration cost

**Protected 10km** of riparian forests

**Reforested 20ha** of land

**Conserved 1200ha** of forest and high-altitude grasslands

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Unsplash



<sup>27</sup> [https://wateractionhub.org/projects/82/d/bogota-water-fund/#project\\_organizations](https://wateractionhub.org/projects/82/d/bogota-water-fund/#project_organizations)



## About the Campaign

The Bogota Water Fund, also known as the Fondo de Agua de Bogotá, is an innovative conservation finance mechanism aimed at protecting and preserving the water resources in the Bogotá region of Colombia.<sup>28</sup> It was established to protect water source of Bogota by taking care of the source watershed. The source watershed was dying due to unsustainable scale of farming and ranching. The project aids additional national park rangers and helps people living in the watershed switch to more sustainable livelihoods.

## Key Features

- ▶ The fund operates through a **collaborative effort** involving multiple stakeholders, including the public sector, private companies, NGOs, and local communities.
- ▶ The Bogota Water Fund follows the Water Funds model developed by The Nature Conservancy (TNC), which involves investing in upstream land and water management to secure downstream water quality and quantity.
- ▶ The fund employs the concept of **Payment for Ecosystem Services**, where downstream water users and beneficiaries, such as urban utilities and industries, contribute funds that are used to support conservation activities upstream.
- ▶ The Bogota Water Fund **finances and implements a range of projects** aimed at protecting forests, restoring degraded land, and promoting sustainable land use practices in the Bogotá region. These activities help maintain the natural ecosystems that contribute to water quality and quantity. Thus, it targets the problem of water conservation at a very fundamental level and ensures the long-term sustainability of water resources, benefiting both human populations and biodiversity in the region.

## Key Takeaways for Mission LiFE

- ▶ **Behavioural Change-Mindful Consumption:** Through Payment for Ecosystem Services (PES) schemes, downstream water users contribute funds to the water fund, which are then invested in conservation projects upstream. This financial incentive encourages water users to support sustainable water management and invest in the protection of the ecosystems that provide them with clean water.
- ▶ **Change in Supply:** The Bogota Water Fund invests in conservation projects and sustainable land management practices in the upstream areas of the Bogotá region. By protecting and restoring forests, wetlands, and other natural ecosystems, the fund helps maintain the quality and quantity of water flowing into the downstream areas. This change in land use practices ensures a more reliable supply of clean water for the city of Bogotá and its surrounding communities.



© Photo by German Rojas on Unsplash

<sup>28</sup> <https://www.nature.org/en-us/about-us/where-we-work/latin-america/colombia/stories-in-colombia/water-fund-bogota/>



# FOOD DUDES HEALTHY EATING PROGRAM

<b>Lead Promoter</b>	School of Psychology, Bangor University, UK
<b>Theme</b>	Healthy Lifestyle adopted
<b>Relevant SDGs</b>	3, 12
<b>Year of Launch</b>	1992
<b>Target Group(s)</b>	School-going children between the age of 4-11 years
<b>Goal</b>	Inculcate a healthy-eating lifestyle from an early age
<b>Impact</b>	Commercialised and rolled out to <b>3 countries</b> – USA, Ireland, Italy  Daily fruit and vegetable consumption of children increased by <b>54% and 48% respectively</b>



© Photo by Jonathan Borba on Unsplash



## About the Campaign<sup>29</sup>

The Food Dudes Healthy Eating Program is a school-based intervention designed to encourage children to eat more fruits and vegetables and develop healthy eating habits. The program typically targets young children in primary schools and aims to increase their consumption of fruits and vegetables through a combination of peer modelling, positive reinforcement, and repeated exposure to various healthy foods.

It came at a time when the WHO noted that the fruit and vegetable consumption in the UK was far below the average. This lack could be traced back to the increasing cases of cancer and heart diseases in the country.

## Key Features

- ▶ The program used **Positive Peer modelling**; older children in the school, known as **“Food Dudes,”** who act as role models. These Food Dudes are seen eating and enjoying a variety of fruits and vegetables, which can positively influence younger students to try the same foods.
- ▶ Children participating in the program are given daily portions of fruits and vegetables to taste for several weeks. The goal is to **expose them to these foods repeatedly**, increasing familiarity and acceptance over time.
- ▶ The Food Dudes program provides **positive reinforcement** in the form of rewards and incentives for children who try and eat the fruits and vegetables. These rewards can be small prizes or certificates to recognize and encourage their healthy eating behaviour.
- ▶ The program often involves a **home component** where parents or guardians are encouraged to support and reinforce healthy eating habits by providing fruits and vegetables at home.



## Key Takeaways for Mission LiFE

- ▶ **Behavioural Change-Mindful Consumption:** The program uses Positive Role Modelling, Repeated Exposure and Positive Reinforcement to encourage continued healthy eating.
- ▶ **Change in Supply:** The Food Dudes program often collaborates with local food suppliers to ensure a steady and reliable supply of fresh fruits and vegetables for schools. This partnership supports the availability of diverse produce for the children to taste and encourages a broader range of food options.
- ▶ **Financial & Policy Support:** The program gets financial support from Irish Food Board, European Union, Department of Agriculture, Food and Marine of the Government of Ireland and the Bangor University.

<sup>29</sup> <https://www.fooddudes.ie/>



# DON'T MESS WITH TEXAS CAMPAIGN



<b>Lead Promoter</b>	Texas Department of Transportation, Texas Commission on Environmental Quality
<b>Theme</b>	Waste Management
<b>Relevant SDGs</b>	11, 12
<b>Year of Launch</b>	1985
<b>Target Group(s)</b>	Residents, visitors and tourists of Texas
<b>Goal</b>	Create awareness among people about the harmful impacts of waste and encourage their active participation in reducing litter
<b>Impact</b>	<p>Visible litter <b>decreased by 28%</b> in 2019 compared to 2013</p> <p><b>98% of Texans</b> support the campaign by 2020</p> <p><b>71% believe</b> that the campaign has “very positive” effect on reducing litter</p>



## About the Campaign

Don't Mess with Texas is an iconic anti-littering campaign in the state of Texas, USA in response to a significant litter problem along Texas highways and public spaces. The campaign slogan has become a symbol of Texan pride and environmental responsibility.

The "Don't Mess with Texas" slogan was first introduced as part of a series of television commercials featuring well-known Texan celebrities. The slogan quickly gained popularity and became a recognizable catchphrase, encouraging residents and visitors to take pride in their state and refrain from littering. The campaign's logo features a lone star, a common symbol of Texas, along with the slogan.

## Key Features

- ▶ Over the years, the campaign **has featured various Texan celebrities, including musicians, athletes, actors, and other public figures**, who volunteered their time and support to spread the anti-littering message. These endorsements have played a significant role in raising awareness and reinforcing the campaign's impact.
- ▶ The campaign incorporates **educational programs** and outreach efforts to schools, communities, and various events throughout the state. By engaging with the public, especially the younger generation, the campaign seeks to instil a sense of responsibility and environmental stewardship.
- ▶ The campaign has become an integral part of Texan **popular culture and identity**. The slogan is often seen on T-shirts, bumper stickers, and other merchandise, further reinforcing the message of keeping Texas clean.

## Key Takeaways for Mission LiFE

- ▶ **Behavioural Change-Mindful Consumption:** The campaign utilizes various media channels, including television, radio, billboards, social media, and online advertising, and engages celebrities as role-models to spread its anti-littering message and raise awareness about the importance of mindful consumption. The campaign targets schools and educational institutions to reach the younger generation and aims to instill lifelong habits of responsible waste management and consumption.
- ▶ **Reinforcing Local Culture:** The campaign encouraged celebrities, musicians and influential personalities to endorse and regain attention towards traditional and cultural practices.





## Recommendations

The synthesis of aforementioned campaigns, make way for inputs for outcome oriented, mass level campaigns such as Mission LiFE. Some of the key recommendations are:

- ▶ **Behavioural Nudge:** While it is established that the nudge has to be carefully and empirically designed to prompt behavioural change, it is also found that if the nudge incorporates sentimental and economic value, it increases uptake. This speaks to emotions and potential impacts on people's finances (eg: money saved, carbon footprint reduced).
- ▶ **Evidence Based Actions:** Where campaigns are meant to nudge individuals, communities, governments or organisations towards change in behaviour through specific steps, as in Mission LiFE, evidence and reasoning become key in determining success and outreach. To explicate, the campaign Count Us In explains the 'action steps' were created post consultation with climate scientists. Further, the campaign allows individuals to calculate the impacts of their actions.
- ▶ **'Change in Demand' and 'Change in Supply':** Change in demand and change in supply, is provided as a linear approach under Mission LiFE. However, it is found that to meet the overarching objective of mindful consumption and circular economy, it is important to run these two dimensions in parallel. In other words, it is found that both consumers and businesses need to be equally and parallelly engaged.
- ▶ **Targeted Campaigns with Targeted Approach:** The campaigns should be designed keeping the objective and target stakeholders. Moreover, it is simpler to design the outreach with specific stakeholders in mind. For instance, social media and AI tools are more impactful when the target is youth.



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- ▶ **Gaming, Software & Artificial Intelligence:** Campaigns should leverage gaming, software, AI and latest technology to penetrate through the target audience. Citizens for Pollinator Conservation and Pollinator Parks are campaigns which relied on augmented virtual reality to push important messages to youth.
- ▶ **Monitoring, Evaluation & Outreach:** Software and AI will also be a relevant tool to monitor and evaluate campaigns in real time. International Climate Initiative used in-built technologies to monitor views and click on their campaign videos. Such data will also enable designing robust and targeted outreach.
- ▶ **Enhancing Outreach through Multi-language Approach & Multi-platform Launch:** Campaigns should be released on multiple platforms, including social media, radio, mobile applications and other platforms to amplify outreach. Further, where the campaigns cut across diversities, they should be launched in different languages.
- ▶ **Celebrities, Role Models, Ambassadors & Stakeholder Management:** The campaigns should provide simple steps to become role models or ambassadors and play meaningful part in the campaign (eg: Count Us In). Further, campaigns should involve relevant personalities, regional celebrities and encourage multi-stakeholder engagement.
- ▶ **Policy Influence and Support:** There needs to be a clear vision on how a campaign interfaces with policy. In some cases, campaigns may be built to further an existing policy (eg: 3 Billion Trees Pledge), while in other cases the campaigns should be designed in a manner to input into policy (eg: Count Us In).
- ▶ **Lead with Example:** For campaigns to leave significant imprint, the campaign promoters, key ministries, high level experts, need to lead with example. The European Commission's North Star Pledge is an example of the institution leading with example, by publicly committing to become climate neutral by 2030, reducing its gas emissions by 60% from 2005.



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