



TEAM COLOMBIA

THE GREEN BOX

THE LUNCH THAT CHANGE
A GENERATION

GREENPEACE

OBSERVATIONS

Create a big and instant change in one person would not be the solution and may be impossible, but creating a small change in individuals of a whole generation like introducing them into the vegetarian food, can make the difference.

A young boy with freckles and a woman embracing outdoors. The boy is smiling and looking towards the camera, while the woman is leaning her head against his, looking down at him with a gentle expression. They are both wearing casual clothing. The background is a soft-focus outdoor scene with trees and a cloudy sky.

OBSERVATIONS

When we are young, our mothers are the ones that teach us how to eat and that's how our consumption habits are created.

Kids are susceptible to change, they are open minded and are not restrained by prejudices.



GOAL

Change the meat consumption habits to improve health and the environment.

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APPROACH TO THE PROBLEM

When a mother cooks the lunch for her son is taking care of him and creating a bond.

Using these bond we will change the consumption habits of the present because the mothers care for their children.

Same way, the meat consumption on the future will be reduced, because kids will grow up with vegetarian meals cooked by their mothers as part of their life.



A close-up photograph of a woman with blonde hair feeding a baby. The woman is holding a white bowl of food in her left hand and a red-handled spoon with food on it in her right hand, offering it to the baby. The baby is sitting in a white high chair and has its mouth open, ready to eat. The background is a softly blurred living room with a white sofa and a colorful toy on the floor.

INSIGHT

Mothers are the first ones that teach us what and how to eat.

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IDEA

With the help of expert chefs we will create The Green Box, a lunch box with information to show the mothers that a vegetarian diet can improve health and the environment of her children.

When kids grow up they will be familiarized with vegetarian food, reducing the meat consumption.



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THE GREEN BOX

The first Green Boxes will be given in schools, this way kids will be the ones that give it to their mothers as a direct mailing.

For mothers:

Recipes for vegetarian and healthy meals, infographics and brochures about the impact of meat in our world and health and ingredients for the first healthy meal for his/her son/daughter.

For kids

A Cool lunch box to take their meals to school.

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A woman with blonde hair is looking down at a table, possibly preparing food. The background is blurred, showing a kitchen or dining area.

EXECUTION

Event: Create an event for mothers so they can learn how to create and prepare healthy recipes for their son's lunches. All will be shown and taught by prestigious chefs.

Media will be invited with The Green Box as direct mailing so they can get engaged with the objective immediately if they are mothers, if not, they will still receive relevant information in brochures and infographics to write about in the media.

Cyber: Mothers will be encouraged to share pictures of their recipes on Facebook, Twitter and Instagram to enlarge the reach of the campaign. Also a webpage will be available with new recipes and information about the meat impact on our health, society and environment.

The Green Box will also be delivered to celebrities and famous bloggers to help the word of The Green Box spread.

POP: Once the events had been covered by the media, The Green Box will become an item that people can acquire in markets, also a recipe book with the dishes cooked by chefs on events will be available in bookstores. This way all people will have access to healthy vegetarian recipes and information about the impact of meat.



EXPECTED RESULTS

1. Thanks to the events, recipes, cyber and The Green Box, mothers will become part of our corps and will help us to deliver alternative diets to all people in a discreet way, helping us to reduce the meat consumption.
2. Despite The Green Box events will be for a few people, the media coverage of the events, The Green Box as a product for sale, the celebrities and the SNS will transform this campaign into a massive one, that will reach a great amount of people despite the countries they are, generating a change of perspective about meat and about vegetarian diets, all using a low budget.

THE GREEN BOX

THE LUNCH THAT CHANGE A GENERATION

SITUATION

Many people don't know about the immense and negative impact that the livestock market has on the environment and on human health.

GOAL

Change consumption habits to reduce meat consumption, improving human health and the environment.

INSIGHT

Mothers are the first ones that teach us what and how to eat.

STRATEGY

Use a bond between two generations to let the vegetarian diets take a part on kids' lives and to reduce the meat consumption now and in the future.

IDEA

With the help of expert chefs we will create The Green Box, a lunch box with information to show the mothers that a vegetarian diet can improve health and the environment of her children.

When kids grow up they will be familiarized with vegetarian food, reducing the meat consumption.

EXECUTION

With The Green Box we will reduce the meat consumption using mothers as the promoters, this way a generation with a better alimentary habit will rise. Using events, SNS and the Green Box as a product, we will amplify the campaign and attract the attention of the media.

