

*GREENPEACE*

## CAMPAIGN OBJECTIVE

Promote less meat consumption

# CHALLENGE

Greenpeace is great at raising environmental issues to public knowledge, but sometimes lacks in presenting an alternative solution. Consequently, Greenpeace can occasionally be perceived as angry and militant activists, guilt tripping the general public.

When it comes to changing a behaviour – such as lessening meat consumption – we need a more problem solving rhetoric.

# THE TARGET GROUP

The target group is well educated and like to think of themselves as enlightened. They are aware of most environmental issues, but just don't know that their individual actions can make a change.

However, when it comes to their own and especially their children's well-being, our target group is prepared to change old habits and behaviours.

# STRATEGY

Manifest – both intellectually and emotionally – that choosing vegetarian alternatives over meat is one of few actions to be made on an individual level that will make a great impact on the global environment, thus improving the lives of future generations.

OUR SOLUTION...

# VEGETABLE ZOO

DOCK STREET

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#VEGETABLEZOO

INFORMATION



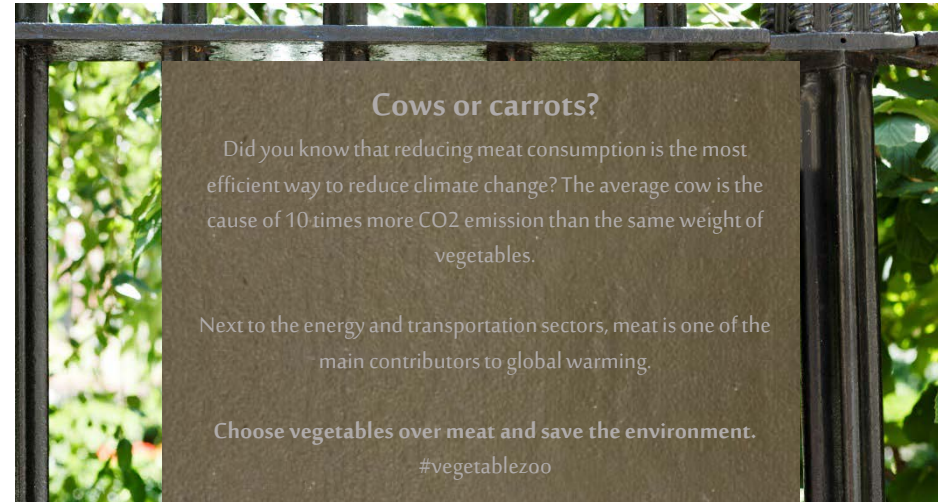


# THE VEGETABLE ZOO

A zoo that displays animal shaped vegetable sculptures, scaled to show how much vegetables you get for the same CO<sub>2</sub> emission as one animal. E.g., the cow sculpture will be 10 times bigger than a real cow.

In connection to the zoo, food trucks will be serving simple and delicious vegetarian food. The recipes will be written on the napkins, and visitors are encouraged to take a clean one home for inspiration.

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# SPREADING THE WORD

Inviting media and influencers to a press opening.

Posting pictures of the vegetable animals next to the real animals to Greenpeace's own social media channels.

Providing visitors with photo opportunities with great Instagram/Facebook potential.

Using the Greenpeace newsletter to encourage supporters to spread the word.

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# SCALING THE CAMPAIGN

The Vegetable Zoo can be arranged in one or many Western cities, depending on the budget.

The process of building the Vegetable Zoo has the potential of becoming a great case video.

The target group can be extended to politicians, school leaders, etc.

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# WHY THIS WILL WORK

The campaign manifests the advantages of choosing vegetables instead of meat – both in an intellectual and an emotional way:

- The sculptures symbols how choosing vegetables over meat is an individual action that has great effect on the environment.
- Manifesting the message in a zoo-setting, which is closely connected to children, creates a strong emotional incentive to change one's behaviour for future generations.

The campaign is solution-driven, both driving behavioural change and altering the perception that Greenpeace solely are angry and militant.

As a bonus, the campaign also provides parents with an opportunity to educate their children about their food's impact on the environment.