

## Situation

On the issue that meat production is a big cause of deforestation, there are 2 stakeholders in the different position.



### Millennials

They don't know the issue,  
so they don't change their eating habit.



Make them **KNOW** the issue!



### Industry Leaders

(food producers, politicians, etc...)

They do know the issue,  
but they don't take it seriously  
because they aren't forced to.



Force them to **FACE** the issue!



When Industry Leaders face the issue seriously, they have to make a following choice.

### Choice A

## Eat Meat.

- Need to limit the amount of meat consumption
- Need to produce meat more effectively

### Choice B

## Eat Meat Substitute.

They have similar taste to meat,  
but not exactly meat.

There will be 2 sides, which will provoke active conversation about the issue.

SOY

ALGAE

INSECT



Core Idea

# *#The Sustainable Choice*

Let's see the world-changing decision, at the world's most famous dinner.



# We Hack Nobel Banquet.

Nobel Banquet is the world's most famous dinner, in which industry leaders such as kings, politicians, and scientists from all around the world attend. The dinner menu is always on the news, so we install [#TheSustainableChoice](#) in it.





## Execution

We arrange 2 types of main dishes in the course. One is unsustainable meat dish, and the other is sustainable insect dish.

If the participant wants to choose unsustainable dish, they have to sign their name, declaring that they will take actions to improve the deforestation issue.

MENU	
Mains <b>A</b>	Mains <b>B</b>
~For the Meat Lover~	~For the Environment Lover~
Swedish Beef Meatballs	Swedish Cricket Meatballs
	
<p>By cutting down 10 acres of forest, the cow was raised up with eating 1000kg of crops, which could have fed more than 10 people in need.</p> <p>Due to the deforestation caused by producing this beef, the city is in danger of massive flood.</p>	<p>The crickets are certified as the complete meat substitute, with the taste just like ordinary beef. Raising the cricket does no harm to the nature, because it can be produced in the room, and requires just a little amount of feed.</p>
<input type="checkbox"/> By signing this I declare to take action to improve the deforestation problem.	



## Phase 1

# The result of the choices will be on the news.

The participants who bravely chose sustainable meal will be reported in various media.  
Millennials see this news, and understand the relationship between meat production and deforestation.



TV

@Fsdw9930

I didn't know that meat production is the main cause of deforestation! Well done, Nobel Banquet! [#TheSustainableChoice](#)

@Tsmnanchop23

Yes, Mr. Obama chose insect meal! He is really caring about nature! [#TheSustainableChoice](#)

@poohzaha

If we don't do anything, we may end up losing meat! [#TheSustainableChoice](#)

@beroberobaa

American people eat meat so much...They are unconsciously killing the nature! [#TheSustainableChoice](#)

@satton\_

I love steak, but I didn't know I was damaging the earth... [#TheSustainableChoice](#)

@Kanta\_tani

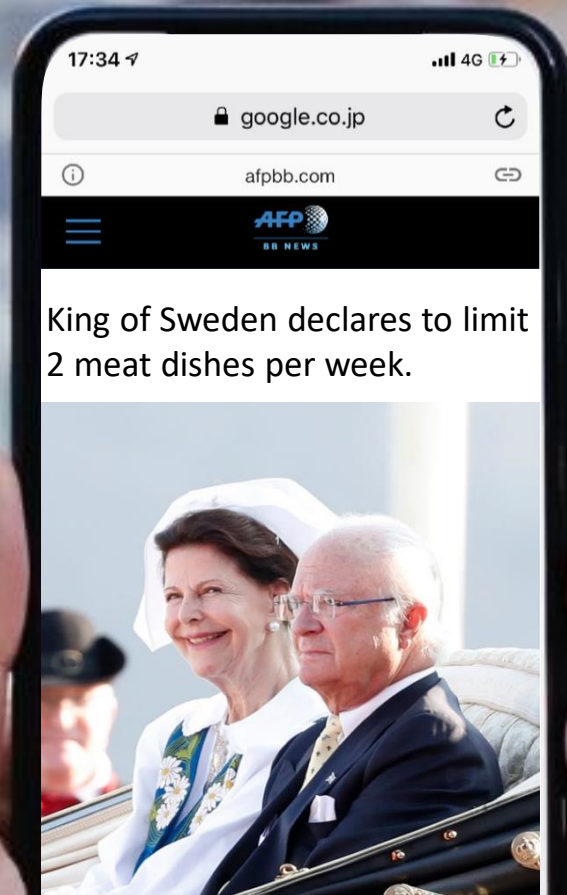
Insects can be my favorite appetite in near future? [#TheSustainableChoice](#)

## Phase 2

Participants who chose unsustainable meal will show their opinions and ideas for making sustainable meat habit.

To continue eating meat without deforestation, they have to show their own solution.  
Through this, we can tell millennials that there are actions they can take to improve the situation.

WEB



TV





We ask food companies and influencers to show their sustainable choice.

We send replies to food companies, politicians, and influencers on Twitter.  
As they tweet their choices, more and more people will understand the issue, and the idea of #TheSustainableChoice spreads.





Project continues...

We install #TheSustainableChoice in various banquets, and many leaders show their opinions about the issue.

By installing #TheSustainableChoice menu in other banquets such as summit conferences, the project can be a sustainable campaign, which can be done anywhere around the world.



TEAM JAPAN

# #The Sustainable Choice

Let's see the world-changing decision, at the world's most famous dinner.

## SITUATION

Millennials don't know the issue at all, on the other hand Industry Leaders do know the issue, but don't take it seriously because they are not forced to do so.

## STRATEGY

We try to make millennials KNOW the issue, and force industry leaders FACE the issue, to change public perception toward meat production.

## IDEA

We hack Nobel Banquet, the most famous dinner in the world, and force participants to "make a decision" to choose sustainable dish or unsustainable dish. This special menu will be on the news, and millennials understand the issue deeply. The project also takes place in other banquets, and on SNS too. Through this campaign many industry leaders really face the issue, make their decision, and start their actions to improve the situation.