



Face the Future
Environmental Public Awareness Campaign

Campaign Overview

Snapshot

By 2050, polar bears will likely be extinct in Canada's Southern Hudson Bay. But really, what can *I* – the average person – do about that? *Face the Future*, an upcoming environmental public awareness campaign comprised of five 30-second public service announcements shown on TV, the internet, cell phones, etc, answers this question by demonstrating ways in which individuals *can* affect positive change.

Purpose

The purpose of this campaign is to increase people's awareness about the global impact of their everyday activities, while inviting them to be part of the solution by making simple changes in their own lives. By describing the *cumulative* effect of seemingly harmless individual actions, the message behind the campaign is a call to consumers to face the future by thinking globally and acting locally. Because if we don't face the future, who will?

Creative Concept

The *Face the Future* PSA series will be an entertaining and fast-paced futuristic gameshow. A charismatic quizmaster will ask the audience questions about shocking environmental statistics. For example, the question in the first PSA will be about the length of time left before polar bears likely become extinct in Southern Hudson Bay. Despite the answer being only forty years, when a female teenage contestant answers correctly, the audience goes wild with excitement. The crowd is so caught up in the game of right and wrong, they fail to comprehend the seriousness of the issue, let alone deal with it – a metaphor for much of the public and private response to global warming thus far.

Three different endings to this PSA give the viewer three simple calls to action: reduce vehicle idling, use energy efficient light bulbs, and compost food waste. The global impacts of these small lifestyle changes will also be explained. For example, if every Canadian motorist idled just five minutes less per day, more than 1.6 million tonnes of CO₂ would not enter the atmosphere in a year.

The remaining two PSAs will address the use of plastic shopping bags (Canadians take home 55 million plastic shopping bags per week; 60,000 plastic bags are used in the US every 5 seconds) and disposable beverage cups. The call to action on these issues is obvious: use re-usable shopping bags and re-usable mugs. Again, both are simple lifestyle changes that, when implemented by millions of consumers, do have significant global effects.

Website

The *Face the Future* url will be at the end of each PSA. On this website will be further information on the environmental issues addressed in the series, simple suggestions for individuals to utilize in regards to reducing their environmental footprint, statistics, list of resources, and links to environmental organizations.

Funding

The 'Our Driving Habits Destroy Habitats' anti-idling vehicle decal is being sold to raise awareness about the idling issue and raise funds for the production of the *Face the Future* PSAs and campaign.

Contact Information

For further information on the *Face the Future* campaign or to discuss partnership opportunities, please contact Maryanne at (403) 271-5319 or maryanne@pinkgazelle.com.

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