

# Biodiversity

– a campaign for DG Environment–

Strategy & Creative

December 3 2009

The logo for Ogilvy, written in a stylized, cursive script.

In 2001, the European Union set itself the ambitious goal of halting the loss of biodiversity by 2010 and beyond. Until now the major focus was on combating climate change. But another major challenge humanity faces is halting the loss of biodiversity. They both have devastating impacts on our environment, health and economy.

Biodiversity matters for a whole variety of reasons: environmentally, socially, emotionally and economically. It is at the very foundation of our society and the basis of our economic success and wellbeing. We need to make our European citizens aware of the loss of biodiversity and the role they can play in slowing down and turning around that loss. We need to give them reasons to rally behind this cause. So that governments and all sectors of society are stimulated to keep investing in nature.

A handwritten signature in black ink, appearing to read 'Agiloy', located in the bottom right corner of the page.

# Research

To develop a strong campaign idea, we needed relevant insights to know what European citizens think and feel towards the subject, what their cultural and social tensions are.

The logo for Ogilvy, written in a stylized, cursive script.



*Agiloy*



## A short summary

Only 35% of Europeans say they know what biodiversity means  
Biodiversity loss is understood as a species – focused concept  
Europeans don't feel well informed about the issue

Sources mentioned to find out more :

- Documentaries
- Internet
- Newspapers

Main threats mentioned

- Pollution
- Man made disasters

*Agiloy*



43% see biodiversity loss as a problem in their own country

But it is seen as more important at global level

People see no immediate personal impact of biodiversity loss but they see a problem in the future, for them or for their children

Nature conservation is seen as a moral obligation, however linked to future well being and quality of life

A little bit less than half of the people interviewed associated biodiversity to the production of food, fuel and medicines or thought about economic consequences for Europe

2 out of 3 Europeans say they do something about it

21 % said they don't do anything because they don't know what to do

Natura 2000 Network is almost unknown (80% said they never heard of it)

*Agiloy*

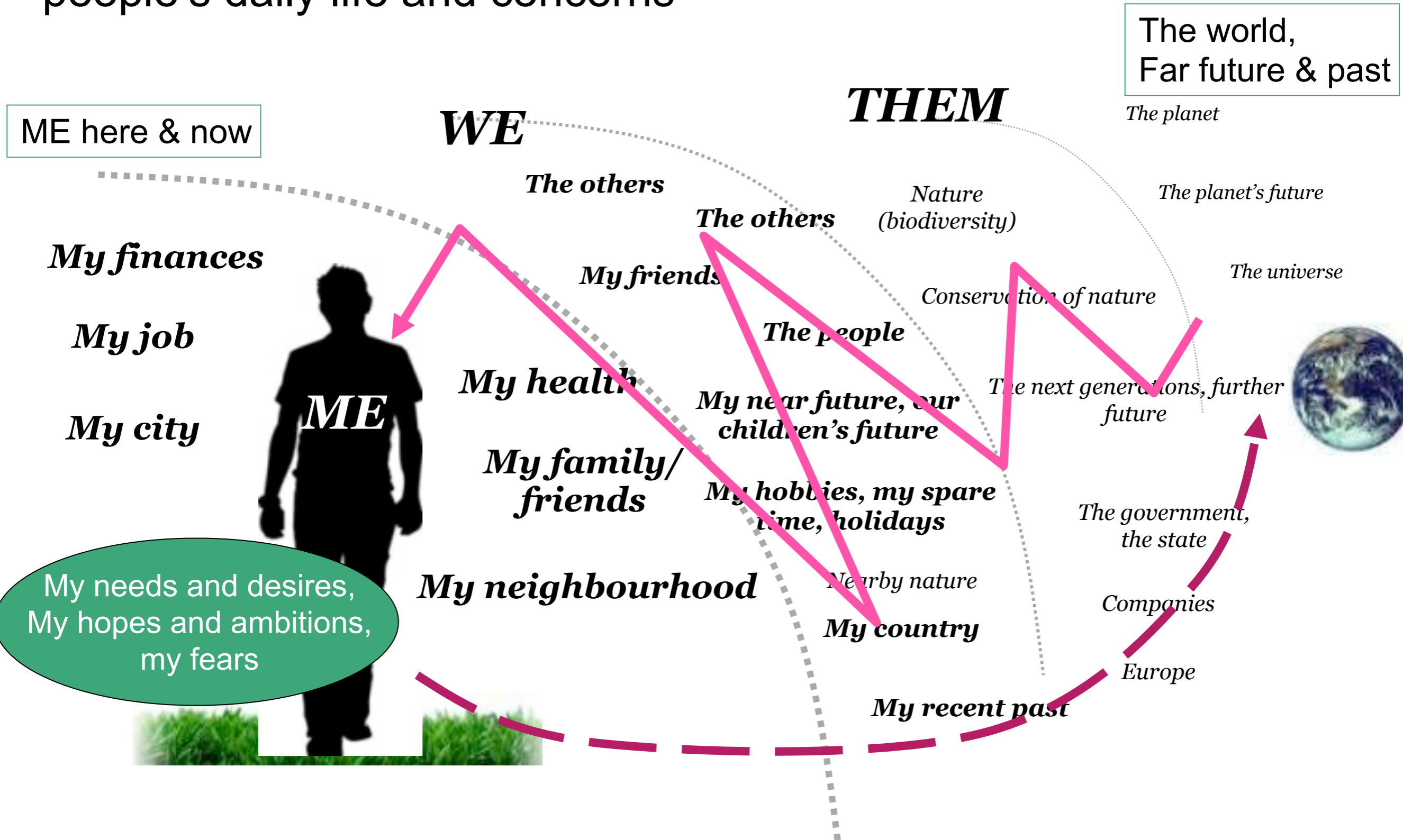


Qualitative research  
Exploring Biodiversity and Evaluating Communication Concepts  
> **Conclusions & Recommendations**



*Agiloy*

# Biodiversity has to be introduced and become relevant to people's daily life and concerns





# Recommendations for biodiversity awareness and action

- People have to be made aware of biodiversity, what it is and how we humans are part of it and how it exists in our modern world too, how essential it is for us human beings, the dangers we bring to it and thus to our own existence
- An awareness campaign has to be organized, in an accessible, understandable way, via media and other means
- To motivate people to act, emotional connection has to be made with what matters to them in life, how biodiversity and its preservation can offer them benefits here & now
- To overcome their barriers, reassurance should be given that they won't have to give up their current comfort and lifestyle – but that this can be integrated in their modern and urban lifestyle, humans and nature living harmoniously together
- Suggestions, tips and instructions should be given how they can act and contribute to preservation as 'small' individuals – within a larger, more structural scope of EU regulations, measures and projects
- The concept has to be integrated in the larger concept of ecology or environmental care which is already more familiar, a conscious issue, integrated in their behavior



# Strengths and limitations of the communication concepts in light of the communication objectives

## Strengths & opportunities

## Weaknesses & threats

### Introduction concept

Good for first introduction and creating general awareness

- Introduces and clarifies the concept
- Makes us aware of our human integrated role in biodiversity, both in the positive and negative sense
- Makes us feel bonded with nature, a call to our social responsibility

- No direct personal benefits, no connection with daily life reality
- Just an explanation of the concept, too abstract
- Also remains too dreamy and idyllic

Thus not opportune as a motivation to action

### Doom scenario's

Good to trigger further awareness and alarm (very strong in Italy)

- Confronts us with the vital essence of biodiversity, and the dangers of destruction of biodiversity – offers RTB
- Alarming, creating anxiety and guilt, strong attention and impact
- It's time to change: makes you reflect, challenging choice of action

- Pessimist, no hope for the future
  - Generalist, no personal call or connection
  - Does not provide education neither guidelines to action
  - Danger to immobilize people or for indifference
- Thus not suitable on a longer term

# Strengths and limitations of the communication concepts in light of the communication objectives

## Strengths & opportunities

## Weaknesses & threats

### Future / Hope

- Good to appeal emotionally and for families – more in Poland/Romania
- Re-connects people with nature, promise of relaxation and quality of life
  - Care for the future well being of our children, social family responsibility
  - Makes people desire to preserve nature
  - Offers suggestions how to act simply

- Offers no rational arguments
- Remains very sentimental, naive – very familial, no individuality
- Fear to regress – does not match aspirations to move forward

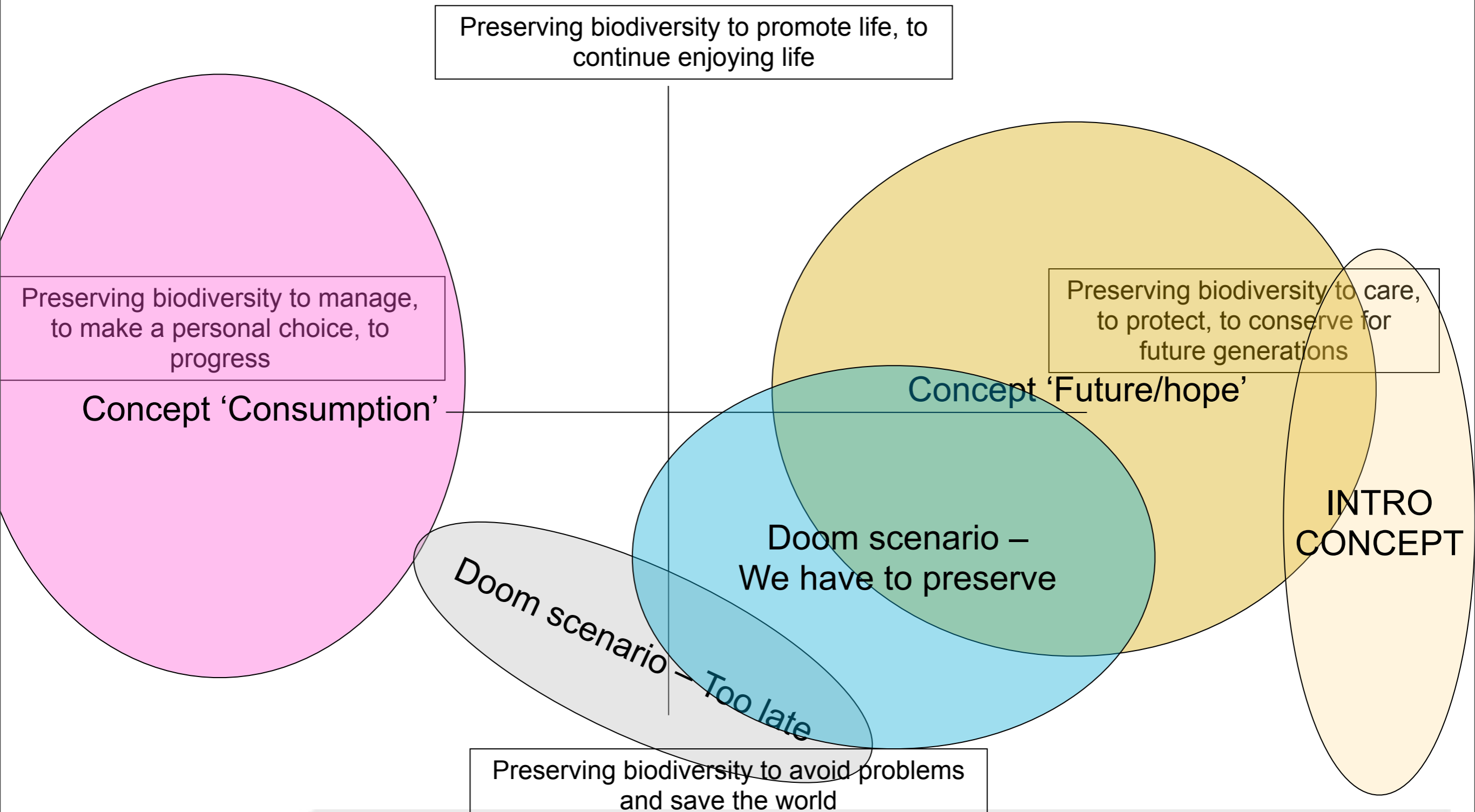
Less relevant for young urbans, too emotional to have warning function

### Consumption

- Offers a structural economic perspective and a call to individual responsibility with the more intellectual – more NDL/Spain
- Think before acting, a call to management of biodiversity within our modern life
  - A structural approach to control, controlled by the government and businesses
  - Challenges the individual, his guilt about consumption, his personal initiative to come with clever solutions too

- Too long and complex, very rational and economical
  - Very guilt evoking about consumption, fear to have to halt progress
  - Too large economic perspective, the responsibility of the EU
  - Don't know what to do, no tips
- Thus not interesting for the mainstream, families – It/Ro/Po

# Different and complementary positions of the communication concepts



# Communicate biodiversity in different phases and complementary

Preserving biodiversity to promote life, to continue enjoying life

## 2B. Personal & civic responsibility

Manage and restore biodiversity  
As a personal choice,  
For progress and future success  
Without halting our development  
and consumption

## 2A. Social & family responsibility

Care for and protect our nature  
for re-connection,  
balance, quality of life,  
our children in the future

## 1. A shocking warning about the threats

Preserving biodiversity to avoid problems  
and save the world

Supported by general education  
about the vital resources  
of biodiversity



Findings of our common workshop on insights & tensions  
... and some learnings out of own research

*Agiloy*

THE PURPOSE OF THE WORKSHOP WAS TO DEFINE THE CONTEXT OF A BIG IDEAL. THESE DAYS, GREAT CAMPAIGNS ARE BEING BUILT ON SOMETHING EVEN BIGGER THAN AN IDEA. THEY ARE BUILT ON BIG IDEALS. AN IDEAL IS A BELIEF SYSTEM THAT DRIVES EVERYTHING A COMPANY OR INSTITUTION DOES. IN ORDER TO FIND THE BIG IDEAL WE CHALLENGED EVERYONE'S KNOWLEDGE AND BELIEFS. THIS IS THE OUTCOME...

## HOPES FOR THE CAMPAIGN

HOPE TO EXPLAIN BIODIVERSITY IN SIMPLE MANNER. EYE CATCHING AND UNDERSTANDABLE. GIVE RESONANCE. EXPLAIN WHAT INDIVIDUALS CAN DO. MAKE PEOPLE THINK. FIT IN WITH INTERNATIONAL SCOPE.

"...Biodiversity is the wonderful variety of life with all its possibilities. From the tiniest microscopic organisms to the giant blue whale; biodiversity also embraces differences within species (individuality) and the carefully woven fabric of interactions between species and their environment. Biodiversity is good for you - providing nature's vital services, such as food and medicine. We (humans) are part of biodiversity and our future depends on it."

SEPTEMBER 15 2009

# WORKSHOP

## CULTURAL TENSIONS

*You can't just fix it*

To define a big ideal we need to find the intersection of a cultural tension and the best self of Biodiversity. A cultural tension is the conflict and tension in the consumer's cultural, social or economic environment that provides an opportunity for the brand to address.

INDIFFERENCE  
COMPETING PRIORITIES  
ORGANIC VS. LOCAL  
DISCONNECT  
BANALISATION OF NATURE  
CHEAP VS. ENVIRONMENT  
PERFECT FOOD  
DEVELOPED VS. DEVELOPING WORLD  
URBAN (EU - 80%) VS. COUNTRY  
INDUSTRIALISATION OF AGRICULTURE  
VULNERABILITY OF SOCIETY  
FIRST GENERATION WORRY  
LOSS OF TRUST  
DENIAL  
UNSUSTAINABLE CONSUMPTION



O<sub>2</sub>

## BENEFITS OF BIODIVERSITY

*We ourselves feel: Powerless, defenceless, ignorant, confused*

VARIETY  
AVOIDING COSTS  
CHOICE  
LIFE  
FUTURE  
HEALTHY LIVING  
KNOWLEDGE OF ECOLOGICAL FOOT PRINT  
HERITAGE  
LEGACY FOR FUTURE GENERATIONS  
STABLE PRODUCTION  
WATER  
RAW MATERIALS  
CARBON STORAGE  
20% EMISSIONS FROM DEFORESTATION  
POLLUTION  
FLOOD PREVENTION  
CLEAN AIR  
QUALITY FOOD  
MEDICINE



*creative chaos*



## BIG IDEAL CONCEPTS

"The world would be a better place if..."

- ... people were living and experiencing the richness of nature to the fullest without leaving it empty.
- ... we understood our place in it.
- ... people felt a part of nature and nature being a part of them.
- ... people would try to leave it in a better condition for their kids than they got it from their parents.
- ... mankind would stop abusing the world for their private advantage.

*agiloy*

*agiloy*



*connect with others*



*Rebirth*



*everything is woven together*

## TARGET AUDIENCES

To whom do we address the campaign?  
What's the primary target?  
And what about the rest?



*Lack of knowledge*

GARDENERS  
CITY DWELLERS  
TEACHERS  
YOUTH  
PENSIONERS  
ELDERLY  
FAMILIES  
PARENTS  
GRANDPARENTS  
ACTIVE PEOPLE  
INDIFFERENT URBAN PEOPLE  
(SOCIAL) MEDIA  
CONSUMERS/SHOPPERS  
FARMERS & FISHERMEN  
DECISION MAKERS  
ICONS AND ROLE MODELS

## NEXT STEPS

This document is not our creative proposal. It was made as a report of our 15 Sept workshop session and is aimed at providing an overview of the discussions to participants and other people involved in the development of the campaign. Based on the workshop outcome we do extra research and internal strategy sessions to define the problem and solution and we translate this into concepts to be presented to the client. These concepts will be tested to see which one(s) resonates the best with the target audience(s) taking into account cultural differences. Our aim is to have a concept that is universally accepted. Based on the concept we write a strategic creative briefing (including a choice of target, proposition, etc). The creative brief is sent to the client to discuss and approve. The agreed creative brief is given to the creative team who will then work out a campaign idea(s) based on the briefing.



*Agilroy*



# Strategy

*Agilvy*

# Big Ideal Structure

**Cultural Tension** + **Brand's Best Self** = **Big Ideal**

The conflict and tension in the consumer's cultural environment that provides an opportunity for the brand to address.

The context in which the brand's skills and personality are given free rein.

Brand X believes the world would be a better place if...

The logo for Ogilvy, written in a stylized, cursive script.

Brand's best self

Biodiversity is the sheer variety of life on earth.

*Agiloy*

# Big Ideal

Cultural Tension + Brand's Best Self = Big Ideal

People are aware of their consumer responsibility to preserve nature but they don't want to act at expense of the quality of live they lead

Biodiversity is the sheer variety of life on earth.

Biodiversity believes the world would be a better place if people would see nature as part of the future in stead of the past

The logo for Agily, written in a stylized, handwritten cursive font.

# Creative brief

*Agiloy*

# Targeting

European citizens. Consumers of nature.

On the one hand we want to talk to families, since they are keen on maintaining a future for their kids, relatives and friends. They care for nature and want to protect it to re-connect, to balance, to maintain their quality of life and of their children in the future.

On the other hand we need to address the issues to young urban people. They are aware of their personal and civic responsibility. They want to manage and restore biodiversity. But they see it as a personal choice, for their own progress and future success without halting their development.

A handwritten signature in black ink, appearing to read 'Agiloy'.

# What do we want them to DO as a result of this communication?

## Phase I

- We need them to understand the concept biodiversity and to let them realize the urgency of the issue

## Phase II

- We need them to believe and/or be reassured that by their (collective) actions, they can drive change. That we all have our role to play. And that taking care of nature is taking care of a prosperous future. It's not going back, it is going forward.

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# How do we expect communications to work towards achieving this?

Connect the loss of biodiversity with their own current life (without being patronising). Give it contemporary relevance and priority. We can only respect nature's ecological balance once we understand society's place in it. We need to recognise shared responsibilities, shared beliefs and understandings of our place in life's social and ecosystem.

**Phase I:** Create awareness around (the loss of) biodiversity and the immediate implications on our citizens' lives.

**Phase II:** Inspire them to act or to continue their actions in their daily lives

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# Key messages

## Phase 1

### **We are losing our link with nature.**

Biodiversity is the chain of life we are a small part of.

Loss of biodiversity is affecting our lives as elements of the chain change and disappear. There is a problem with nature. It's time to act.

## Phase 2

### **Reconnect with nature. Biodiversify yourself and feel the benefits.**

Our individual actions can make a difference. Responsible choices are a part of the solution. Help reverse the loss of biodiversity and your life will be richer

(Illustration)

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# Creative

## Creative work

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# Introduction

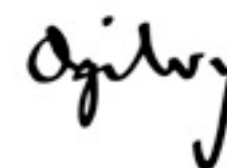
The majority of the EU population is not aware of what the word “biodiversity” means. And so they do not yet see themselves as part of this wonderfully diverse web of species and ecosystems that surround them every day and make life as they know it possible. Therefore we need to open their eyes to the importance of biodiversity and help them to see their role in this vast life-supporting network before it’s too late.

We realize that the campaign we will create has 2 jobs to do. First we need to introduce the idea of Biodiversity- launch it in a memorable manner. After all, the first step to fixing a problem is to illustrate that there is a problem. We will then follow up with an activation campaign that adds diversity, education and depth to our message and hopefully begins to reverse the current decline in biodiversity.

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# Our approach to creativity

We approached this campaign with the goal of creating provocative communications that people could not ignore. We need to raise awareness for a good cause- the endangered harmony of our environment. We want to create communications that get talked about, and therefore are passed around and spread without paying large sums for media. We want to create attention, raise eyebrows and get on the news. We think this would be a great way to enter the word "Biodiversity" into the vocabulary of the citizens of the EU. Once we get on their radar, we aim to engage consumers in an educational conversation about biodiversity that has the potential to snowball.

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The idea

## The Bigger Picture

Illustrate how we humans are absolutely interconnected with nature- we are a very small part of something much bigger, called biodiversity.

*Agiloy*

# Creative rationale

What the world needs is more small, insignificant specks of life, like you.

That way we'd realize we are all merely a small part of something much bigger.

We'd realize we are all connected to billions of species via a vast network of life-called biodiversity. And without biodiversity, life as we know it wouldn't be possible.

We'd realize that if we all made a conscious effort we could have a huge positive impact on biodiversity.

We'd realize that it's up to us to resolve the current environmental crisis caused by diminishing biodiversity.

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*Ajiloy*

**We'd realize,  
we are all in this together.**

*Agiloy*



**Biodiversity. We are all in this together.**

*Agiloy*

## **Biodiversity. We are all in this together.**

We like this line because it is a powerful way to speak about connection. It is personal and conversational. It suggests that we are all connected, that there's an urgency of the issue at hand and that we share a certain responsibility for the loss of biodiversity and we are part of the solution.

*Agilvy*



Biodiversity. We're all in this together.



Biodiversity. We're all in this together.



Biodiversity. We're all in this together.

*Agiloy*

# logo rationale

At first glance this logo appears to be a man. But upon closer examination you see that it is made up of many ecosystems. In this way the logo encourages people to see the bigger picture and emphasizes our connectedness to biodiversity.



Biodiversity. We're all in this together.



Biodiversity. We're all in this together.



Biodiversity. We're all in this together.

*Agiloy*

# Campaign DNA

For this campaign we will use both verbal and graphic means of communicating the interconnectivity of biodiversity.

The verbal language will consist of long sentences that express “The Sparrow is connected to the tree is connected to the fruit is connected to the insect is connected to . . .

The words will be artfully run together in long seemingly unending sentences, representing the unending connections between species in biodiversity.

We also introduce a graphic approach to connectivity in the logo. At first impression the logo looks like a human. But upon closer examination we see that the figure is made up of hundreds of small icons of other species. This reflects the truth that we want people to comprehend, that our lives depend on many other species- and we're in this together.

A handwritten signature in black ink, appearing to read "Agiloy".

SPARROW IS CONNECTED TO THE TREE IS CONNECTED TO THE FRUIT IS CONNECTED TO THE GRASS IS CONNECTED TO THE WATER IS CONNECTED TO YOU  
BEES POLLINATE THE TREE AND THE TREE GIVES FRUIT AND THE FRUIT IS SPRAYED WITH PESTICIDES AND THEY EFFECT THE FOOD SUPPLY OF THE WHALE AND THE  
THE RED SQUIRREL IS CONNECTED TO THE MONARCH BUTTERFLY IS CONNECTED TO THE STRIPED BASS IS CONNECTED TO THE  
THE SALMON IS CONNECTED TO THE BEAR AND THE BEAR TO THE EAGLE AND THE EAGLE TO THE OCEAN SQUID AND

*Agiloy*

# Phase I – launch campaign

*Agilvy*

# launch

Our cities are quickly becoming dead zones for biodiversity at an alarming rate. We will bring this death to life in a spectacular and memorable way. When a human death occurs in a suspicious manner, then the police mark it out with chalk and investigate. We will use a similar technique but on a more provocative scale.

Imagine walking down the street and you come across a huge white line that runs through the city square at an unusual angle. Curious you take a closer look. When you get up close you see that the line is actually made up of words- it's a long sentence.

The sentence reads: The sparrow is connected to the tree is connected to the fruit is connected to the grass is connected to the humans is connected to . . . the sentence disappears into the side of a building. You have the impression you are seeing a small part of something bigger. You see a silhouette of a sparrow in the sentence. Next to the silhouette is a URL We are all in this together.EU





CONNECTED TO THE SPARROW  
IS CONNECTED TO THE TREE IS CONNECTED TO THE  
WE ARE ALL IN THIS TOGETHER.EU

Agiloy



*Ajiloy*

# The url takes you to.... an online viral film...

Script "We Are All In This Together"

This viral is intended to highlight the increasing problem of the rapid decrease of biodiversity in the EU. We will bring the graphic outline of the campaign to life via stop motion animation.

The film opens in a green park in the outskirts of a city that could be anywhere in the EU.

The film begins in medium light and slowly gets darker as the film progresses. The music is somber and slowly becomes more dark and sinister as the film plays.

We see a sparrow lying dead on the sidewalk. A chalk outline is magically drawn around the bird in the way a chalk outline would be drawn around a body at a crime scene. Time passes and the bird disappears, leaving the chalk outline of the bird. After a moment, the chalk outline comes to life, appears to stand up and fly away magically.

We see it fly up the side of a building and away. The bird flies past a real person on their balcony but they do not see it.

We then see the chalk outline of other species in the town. One by one they come to life and exit the city. In a dry lakebed, we see chalk water splashing around- a reminder of the waters that have dried up. A chalk outline of a frog hops out of the chalk waters and hops away. The chalk waters slowly evaporate and disappear, leaving the dry lakebed.

The frog hops past chalk outlines of plants surrounding the lake. The healthy plant outlines also shrivel up and turn into butterflies and fly away.

The chalk outline of a tall climbing plant that has grown up the side of a building slowly un-climbs the side of the building and recedes back into a pot of dirt.

We see a person walking their dog down the street. An outline of a snake crawls past and the dog barks at it but the human does not see it. On the edge of town we see large flock of chalk outlines of birds exiting the city together. A person in a car at a stop light does not notice them even though they are all around the car.

Back in the city we see the stump of a large cut down tree. Next to the stump we see the outline of the large tree that was cut down. The outline of the tree opens and begins to create the shape of something else. The camera pulls way out to a helicopter image of the city, high overhead. The chalk outline now resembles the dead sparrow from the beginning of the film.

**V.O.:** "If the sparrow continues to disappear, other life will follow."

The chalk outline of the sparrow turns into the outline of a human, suggesting the outcome of the deterioration of biodiversity unless we do something.  
WeAreAllInThisTogether.

Reference - from second 30-

<http://www.youtube.com/watch?v=6gvOVWKKxmo>



*Ajiloy*

## ... after the viral film....

When the viral film ends you are taken to a special web page where you see an overhead helicopter image of the city center where you saw the big sentence.

It highlights the dying sparrow in your city. Here you also learn that the sparrow is indeed bigger than the sparrow, and you can learn about the bigger picture of biodiversity. And we learn how fragile biodiversity is and how interconnected it all is (how we all are. The sentences will be painted using biodegradable inks.)

You see that the bit of line you saw in the square is actually a small part of something much bigger. You see that you saw a small part of a much bigger outline. You learn it is a silhouette of a sparrow, which is a species in decline.

On the main webpage you see that there are other similar pages in the rest of your city. You can click to pull out to see the bigger picture of how biodiversity connects across your country. You can then click to pull out and see the even bigger picture of biodiversity across the EU.

Again, this is just one small part of something much bigger. In this way the launch of this campaign mirrors biodiversity itself.

A handwritten signature in black ink, appearing to read 'Agiloy', located in the bottom right corner of the page.



*Agiloy*



Biodiversity. We're all in this together.

**SPARROW IS CONNECTED TO THE TREE IS CONNECTED TO THE FRUIT IS CONNECTED TO THE BANANA**



[WEAREALLINTHISTOGETHER.EU](http://WEAREALLINTHISTOGETHER.EU)

THE SPARROW POPULATION IS IN SERIOUS DECLINE.  
TO FIND OUT HOW TO STOP THE LOSS OF BIODIVERSITY VISIT  
[WEAREALLINTHISTOGETHER.EU](http://WEAREALLINTHISTOGETHER.EU)

Biodiversity. We're in this together.



Agiloy



# In the clutch bag, latest accessory is your own hotel

These days, the must-have accessory for a fashion designer is not an oversized handbag or even an under-sized supermodel muse, but a hotel. Not content with their creations dominating the high street, they want to shape our holidays, too.

And they're all at it, either working independently or lending their names to big players in the hospitality industry. Versace owns a hotel, designed by Donatella, below, on Australia's Gold Coast, and the bright colour-loving Italian fashion house of Missoni is set to open places this spring in Edinburgh and Kansas. Moschino is due to throw open the doors of Maison Moschino in Milan this year, while Giorgio Armani already has branched hotels in several locations worldwide.

The list is increasing. Christian Lacroix's hand, if not name, is all over Le Petit Moulin, in Paris. Todd Oldham and Ralph Lauren have dramatically overhauled Art Deco places in Miami. The Gallery Hotel Art, in Florence, is owned and decked out by Sabotage Homages. Oscar de la Renta, below right, has a collection of sumptuous rental villas in the Dominican Republic, and even the teen jeans brand Miss Sixty has a branded hotel in northern Italy.

So, what is it that drives a fashionista from needle and thread to bricks and mortar? For a start, a hotel is a business and there is perhaps no better place to display your brand to a new audience than the three-dimensional



**Grand designs**  
Uxua Casa, created by Wilbert Das, below left, is a conversion of fishermen's houses into a colourful, rustic resort using organic materials and local craftsmen. Das is the latest fashion guru to turn hotels, after Donatella Versace, below centre and Oscar de la Renta



Director of Diesel is the latest fashion designer to go into the hotel business. What's the attraction, asks Sarah Barrell



## WISCONNECTED TO THE TREE IS CONNECTED TO THE FRUIT IS CONNECTED TO THE GRASS IS CONNECTED TO THE WATER IS CONNECTED TO THE



# Opdage.

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... AS  
... page  
... of reservation  
... erts  
... court



Stockholm Oslo Helsinki

in Miami, Milan and New York as the venues for their hotel projects - far wider reaching than buying a centre-spread advertisement in Vogue.

But last month saw the launch of Uxua Casa, perhaps the most subtle designer's hotel project so far, spearheaded by Wilbert Das, right, the creative director of Diesel. Das has chosen to open Uxua Casa (see S1800-ahh) in Bahia, Brazil, far from the crowds of Europe and North America's cities. This collection of nine colourfully converted fishermen's houses, set in the hilltop village of Trancoso, in the remote south of the Brazilian state of Bahia, could not be further from the high-profile urban settings preferred by your average designer hotelier.

This tiny village was previously known, if at all, for its growing community of hippies and hardcore artists. It certainly wouldn't have made the pages of Vanity Fair.

"I think one of the motivations is that fashion designers always work with aesthetics in the largest possible sense," says Das. "Not just in clothing but events, fashion shows, store design. But most things in fashion have a short lifespan. It's an ever-faster cycle, which has become incredibly frantic. So for some designers, there's an appeal in putting yourself into something that will endure beyond a season."

And there's certainly something



timeless about Uxua, which displays none of the chrome and glass that screams "design" hotel and seems the opposite of any kind of brand extension. "I started out with an emphasis on recycled and organic materials, then invited local craftsmen to realise these things," explains Das. "These craftsmen included members of the nearby Patuxi Indian tribe. I was continually surprised at how resourceful they were, taking small inputs and then using their skills to make much more from it. So I have to say Uxua is a Transcoso project as much as a Wilbert Das one."

Uxua's collection of candy-coloured houses - including one extravagant tree house, entirely constructed from reclaimed wood - is set around the quadra, a grassy town square that is a UNESCO world heritage site. It has a single church at one end and towering jackfruit trees all around. Although this is, bottom line, a luxury retreat (there is a spa and the pool is filled with green-tinted gemstones), the place has a community vibe.

Das began renovating one house as a private studio workspace, which grew into a creative hideaway for friends. Eventually the project became a hotel, which is now very much a part of the town's landscape, both physically and socially.

Das has provided language and literacy programmes for his local team and has recruited a neighbourhood doctor who uses a blend of traditional and modern remedies. He has taken over management of the neighbouring beach bar, converting an old boat

### COMPACT FACTS

**HOW TO GET THERE**  
Uxua Casa (00 55 73 3668 2273; uxuacasa.com) offers B&B from BRL640-1490 (£397-£460) per night. TAP Portugal (0845 601 0932; flytap.com) flies from Heathrow to Salvador in Bahia, via Lisbon, from around £750 return. Onward flights to Porto Seguro, about an hour's drive from Trancoso, are available from Brazilian airline TAM (020-8897 0000; tam.com.br) from £180 return. Calmve & Loyd (020-7384 2332; calmve.com) offers a week - with five nights at Uxua, return flights and transfers - from £2,645 per person, based on two sharing.

into a rustic lounge area open to everyone. He has also created a beach volleyball and outdoor gym area carved from wood along with a wooden platform for capoeira (the traditional Brazilian form of dance which simulates fighting), to ensure the beach remains a local hub.

It's a world away from Das's first hotel project. As the creative director at Diesel, he contributed to the design of Hotel Pelican, the fashion label's tourist address in Miami. "I did enjoy working on the Pelican," he says, "especially giving every room a different personality and incorporating vintage and newly designed furniture, though at the time I had no specific goal to make a hotel one day myself."

There is a distinction between designers as hoteliers and designers who simply put their mark on hotels owned by someone else - the latter being the most common and least risky. Although, as Das's trajectory shows, the conclusion is the whole nine yards is strong. And the distinction is ever more blurred as the recent pairing of SLS Hotels and the designer behind of hotels, Philippe Starck, attests. Starck has recently signed himself into a 15-year exclusive contract to design SLS hotels in North America, tying his fortunes to the brand pretty tightly.

The fact that Uxua is far from the madding crowd might make it less prominent, but this is the very thing that will make it even more appealing to the kind of well-heeled, worldly traveller who likes to believe they are beyond brand but still can't resist a bit of name-dropping.

### Stay the night Hotel Le Bristol, Paris

This classic palace hotel opened its smart five-star doors in 1925. Earlier this year it unveiled a new attraction - the expansion of its plush Anne Semoron Spa, which can now be accessed directly from the property.

But guests entering the vast chandelier-filled lobby are here primarily to enjoy the sheer grandeur of the place. This is a world of white and pink marble, where gilded glass cabinets display expensive French perfumes and Cartier watches. Take the antique lift and admire the metal grillwork designed by the Jewish architect Lersman who went into hiding here during the Second World War.

The atmosphere is suitably formal: at the award-winning bar, dare to drape your coat over the arm of one of its plush sofas and one of the maids, dressed in classic black and white uniforms, is sure to disappear it into the cloakroom. The atmosphere is also suitably French: take afternoon tea in the bar on a Saturday and you can enjoy a fashion show with your teacup.

The bill

Luxurious fabrics include velvets, tulle, silk and chints, with subtle pastels complementing brighter shades such as raspberry and emerald green. Crystal chandeliers and Persian carpets complete the look. All rooms have been updated with the latest technology such as Wi-Fi and flat-screen TVs. Big bathrooms are lined with Carrera marble and supplied with products by Hermès and Anne Semoron.

### The food and drink

Classic French cuisine by three-star Michelin chef Eric Fréchet is dished up with



Class act Le Bristol offers unashamed luxury in the

great splendor... from October April, and in restaurant, w... on to the wo... garden, from... September... dishes... gras... fresh oysters... green tea... full... pool... red... suberger... w... grille... flower... pepper... and... You'll pay ab... per head for... meal, withou...

### The extras

There is an in... on the naval... and Aristote... views of land... as the Arc, do... from the Pla... within walk... Champs-Élys... and Jardin de...

### The access

The public sp... accessible an... adapted for... Children are... permitted in...

### The bill

... a health... light lunch... by Chef Fré... workout ses... fitness centre... trainer Bruno... and a treat... contemporary... offers fares to... Paris from £5...

### The address

Hotel Le Bristol  
Faubourg Saint  
75008 Paris  
43 00. Tel: 01 47 35 30 00



SPARROW IS CONNECTED TO THE TREE IS CONNECTED TO THE FRUIT IS CONNECTED TO THE GRASS IS CONNECTED TO THE WATER IS CONNECTED TO YOU



UNIVERSITÄT  
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KULTUR  
KUNST UND  
KULTUR  
KUNST UND  
KULTUR

*Agiloy*

## Biodiversify me

Once we get people online and engage them with the story of the diminishing sparrows in their city (or other species), we will then use this opportunity to connect with them on a deeper level on behalf of biodiversity.

Do you want to become friends with the sparrow? We create FaceBook pages for various species in peril and entice people to become friends with them. Once you become friends with a few species, we ask if you want to become friends with biodiversity. When you become friends with Biodiversity, you instantly connect with billions of different diverse aspects of the ecosystem, and so suddenly you go from having 213 friends or connections, to having 37.3 billion friends. And there you can go into all the different aspects of the different categories of biodiversity and choose which ones you connect with.

We can create ways that our target can Biodiversify themselves. Maybe they upload the photo they use for their social networks (FaceBook, Hives, etc) and the **Biodiversify me** software recreates a likeness of you using diverse elements of biodiversity. This can be localized, so in Holland your image includes mosquitoes, the birds that feed on them, haring, cows, etc.

Social media connectivity mirrors the connectivity of biodiversity. And so it makes sense to use it as a tool to engage in a long term conversation with our target.

In the months between phase one and phase two we want to use social media and online to continue to inspire and engage our target and gain awareness of the importance of biodiversity.

The sparrow can mail you on FaceBook and ask “Hey, have you seen me lately? If so please post an image of me on my FaceBook page. If not, please plant some Lavender in your garden for me. I love that stuff.”

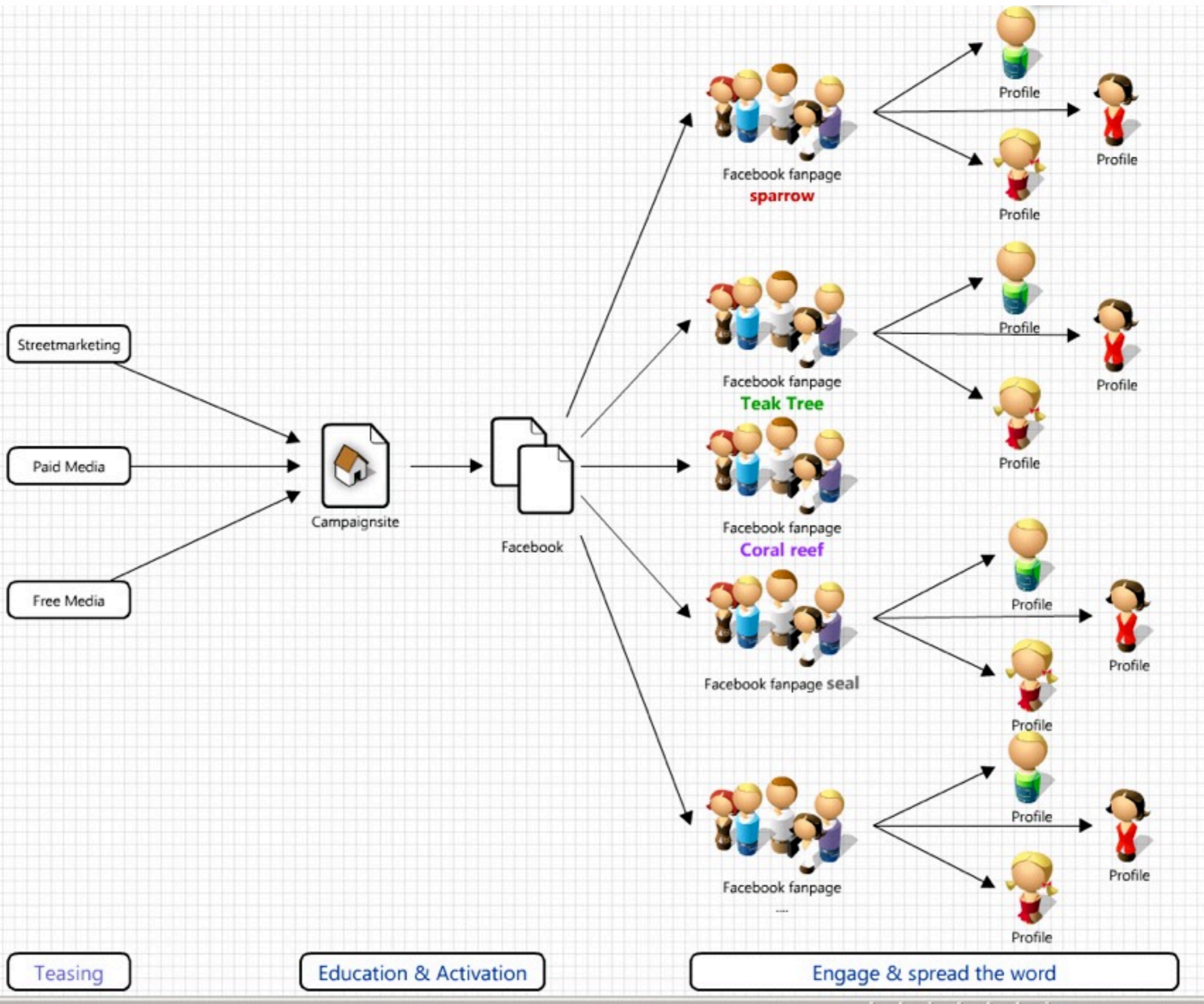
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# BIODIVERSIFYME

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# Digital campaign flow



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# Teasing

- Offline and online teasing campaign to create interest and traffic to the campaign-site.



*Agiloy*

# Educate & activate

- Once people are on the campaign-site they will :

## 1) Discover what the teasing is all about




They will discover the endangered species of their city  
and learn more about it and how it is connected to themselves




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# Educate & activate

 Take it a step further and become a friend of the endangered species on a social media platform (eg. Facebook)



 'Now that you've discovered what the campaign is all about we need your help by becoming a friend of the fan-page of one of following endangered species of your choice'



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# Educate & activate

2) They will also receive a deeper knowledge of Biodiversity and the interconnectivity of living beings.



This could come alive through different applications still to be determined :

- Eg. Get your name into the campaign copy text : the sparrow is connected to the bee, is connected to the flower, is connected to **Tim Hays** is connected to ...)



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# Engage & spread the word

Once people are on the fan-page of their favorite specie they can be engaged in different ways :



'Biodiversify' their profile picture and post it on their profile page as a distinctive sign of their engagement



Become a friend with other species (eg. People who are friend of the sparrow are also friend with the Teak Tree and with ... )



Get tips & tricks posted on their profile by their favorite specie (eg. 'The sparrow advises you not to eat meat today')



Create E-cards (Eg. Bird cloud that forms a text)



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# Engage & spread the word

Once people became fan of their favorite specie's fan-page we would like to let appear a huge number of friends on their profile page and on the status-pages of their friends.

- Eg. Tim Hays became a fan of the sparrow and is now connected to 37 billion friends.



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# PR – Phase I

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# PR strategy – phase 1

## **Announcement of the campaign**

Madrid, 27–29 January

–Media outreach to national Spanish media, EU media and media in countries with next EU Presidency.

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# Phase I... Launch of the campaign

- Events in focus countries : cities participate to illustrate the bigger picture
  - Loss
  - Links

Ideas : work with museums, artists, children

Invite potential, partners build a chain of supporters/ambassadors

- Media relations outreach to national media, EU media

Ideas : Op eds with mayors of the cities, media partnerships

- Blogger outreach

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# Phase II – Activation

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# Activation phase

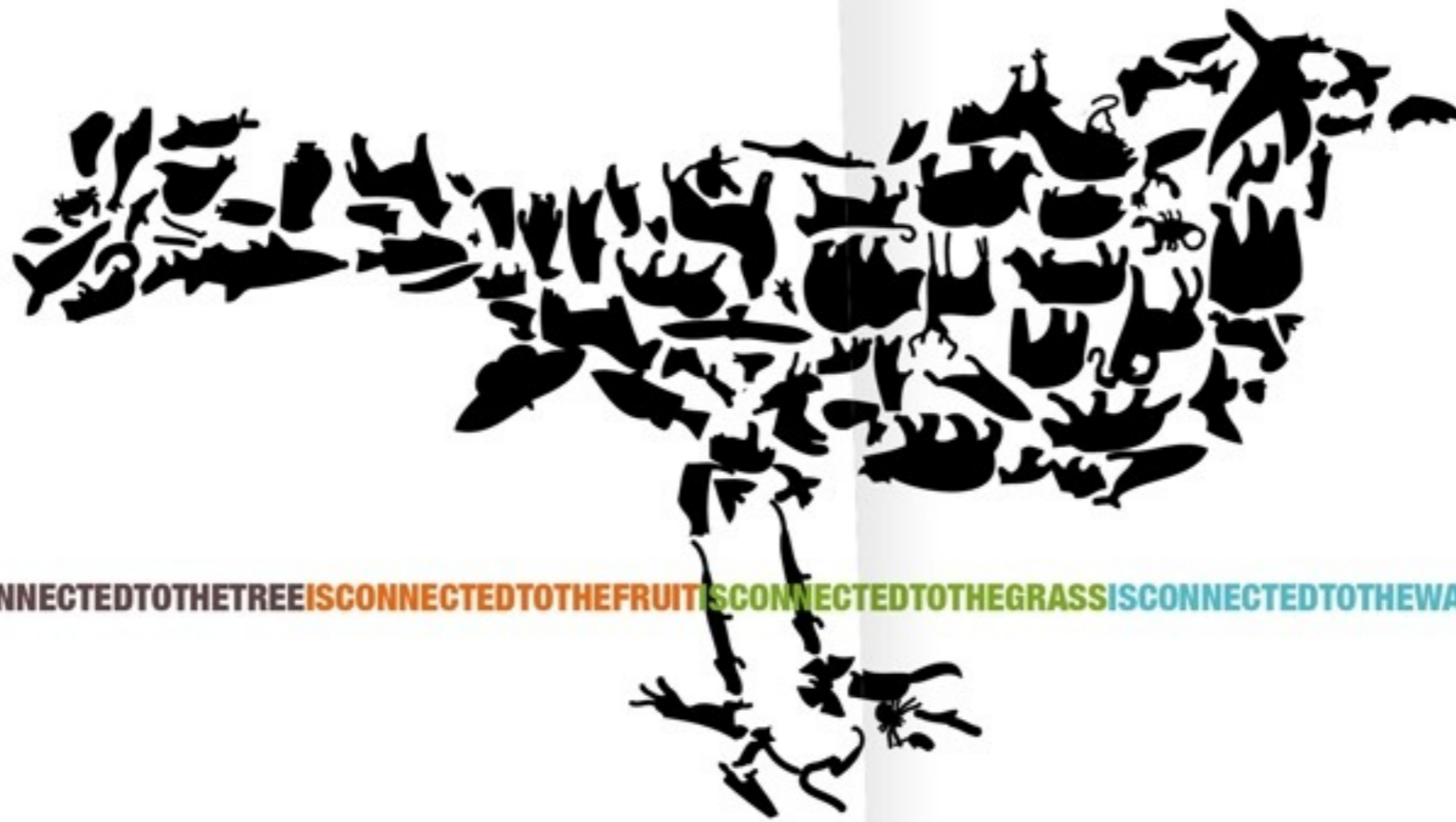
Once we raise awareness of the magnitude and urgency surrounding biodiversity, we want to continue the dialogue on a similar scale. To do this we want to involve people and turn them into biodiversity ambassadors. We will do this by engaging them, educating them and helping them make choices that will have a positive impact on biodiversity.

This aspect of the campaign will focus, not on what is missing from biodiversity as we did in the launch aspect of the campaign- but rather the positive result of being involved in befriending biodiversity.

Rather than silhouettes, we will create graphic representations of the sparrow, for instance, but upon closer examination we see the sparrow is made up of many other species. In this way we suggest all of the variety of species in biodiversity that the sparrow relies on (and thus is symbolically made of.)

In this phase of the campaign we want to inspire people to connect and help reverse the decline in biodiversity. We will continue to highlight the problems facing biodiversity, but we will also hint at the positive outcome of such a connection. We will educate people about the benefits of biodiversity. We will inspire them to make biodiversity-conscious decisions in their normal life. And we'll give them tips on how to help in many little ways. For instance, we'll suggest that people not eat salmon in August through November, since that is spawning season and it is better for the species if it is allowed to reproduce properly each year. Etc.

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SPARROW IS CONNECTED TO THE TREE IS CONNECTED TO THE FRUIT IS CONNECTED TO THE GRASS IS CONNECTED TO THE WATER IS CONNECTED TO YOU



Biodiversity. We're in this together.

[WEAREALLINTHISTOGETHER.EU](http://WEAREALLINTHISTOGETHER.EU)

THE WORM THAT AT THE TREE TO RAIN THE MEMOLDS THE HUMANS WE RELY ON! ESPARROW FOR LIFE.

WEAREALLINTHISTOGETHER.EU



Biodiversity. We're all in this together.

INFORMATIONS MUNICIPALES

INFORMATIONS MUNICIPALES

THE BIRD THE WATER THE GRASSHOPPER THE CROCODILE THE WORM THE CAT THE TREE THE SPARROW THE HUMAN ALL RELY ON THE BEE FOR LIFE.

WEAREALLINTHISTOGETHER.EU

Biodiversity. We're all in this together.

THE WORM THE CAT THE TREE THE SPARROW THE SLIMESMILL THE HUMAN ALL RELY ON THE SPARROW FOR LIFE.

WEAREALLINTHISTOGETHER.EU

Biodiversity. We're all in this together.

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**SPARROW IS CONNECTED TO THE TREE IS CONNECTED TO THE FRUIT IS CONNECTED TO FRANKIE ROBERTO**

Biodiversity. We're all in this together.

# Interactive biodiversity experience.

To learn about the interconnectedness of biodiversity, remove an ecosystem from biodiversity and experience the negative domino effect that results.

For instance- When the hawk in the tree is removed from the biosphere, you get an over population of rabbits. The abundance of rabbits then eat too much of certain plants. The species that normally also eat this plant have to leave to find food, and the species that relied on them for food is then in trouble and their numbers dwindle. This effects the soil and it is unable to stop soil erosion, which in time causes the tree to fall over.

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Biodiversity. We're all in this together.

# Tool kit

We can continue to use this educational style of graphic imagery to further explain biodiversity in brochures, in printed materials for schools, etc.

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**IN THE TREE AND THE TREE GIVES FRUIT AND THE FRUIT IS SPRAYED WITH PESTICIDES AND THEY EFFECT THE FOOD SUPPLY OF THE WHALE AND THE**

THE BEES POLLINATE THE TREE AND THE TREE CREATES CHEESE AND THE INSECTS EAT THE CHEESE AND THE HUMAN SPRAYS PESTICIDE ON THE TREE AND THE RAIN WASHES THE PESTICIDE INTO THE RIVER WHICH ENTERS THE OCEAN AND HURRIES THE LITTLE FISH THAT THE WHALE WOULD EAT AND THE WHALES ARE SUFFERING BY THE DISCOMFORT ABOUT WITH THE KILLED WHALE POPULATION IS SHRINKING.

Remember, there's all in this together.

**THE SALMON IS CONNECTED TO THE BEAR AND THE BEAR TO THE EAGLE AND THE EAGLE TO THE OCEAN**

THE BEARS EAT THE SALMON AND THE SALMON HAVE FORCE OPPONING AND SALMON LEAVE THE AREA IN SEARCH FOR THE BEARS AND THE BEARS POPULATION INCREASES AND THEREFORE LEAVE WITH EMPTY LIVES OF SALMON AND DEPPED ONCE LIKE NEVER BEFORE AND THE

Remember, there's all in this together.

**THE RED SQUIRREL IS CONNECTED TO THE MONARCH BUTTERFLY IS CONNECTED TO THE STRIPED BASS IS CONNECTED TO THE**

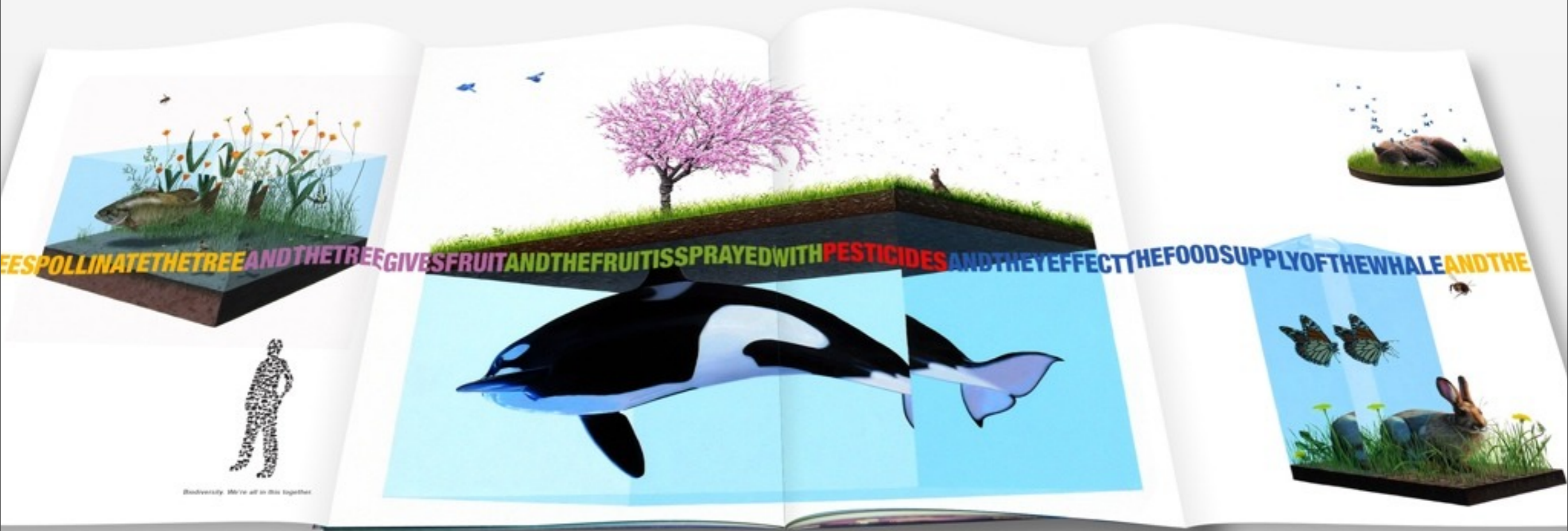
AN INVASIVE SPECIES WITH NO NATURAL ENEMIES BREAKS NAVIG WITH THE RED SQUIRREL POPULATION. WITHOUT THE RED SQUIRREL, THE MONARCH BUTTERFLY POPULATION EXPLODES. THE STRIPED BASS, WHO FEED ON THE MONARCH BUTTERFLY, SEE THEIR POPULATION ALSO INCREASE DRAMATICALLY. THE SPOTTED BASS ALSO EAT THE SALMON IN THE LAKE THAT HELPS REGULATE THE LAKE'S TEMPERATURE. A DRAMATIC CHANGE IN WATER TEMPERATURE CAUSED MANY SPECIES TO BECOME EXTINCT. LOCAL FISHERMEN CELEBRATE THE BEST BASS FISHING YEAR IN RECORDED HISTORY, BUT ONLY FOR ONE SEASON.

Remember, there's all in this together.

**THEY EFFECT THE FOOD SUPPLY OF THE WHALE AND THE**

PESTICIDE INTO THE RIVER WHICH ENTERS THE OCEAN AND HURRIES THE LITTLE FISH THAT THE

Remember, there's all in this together.



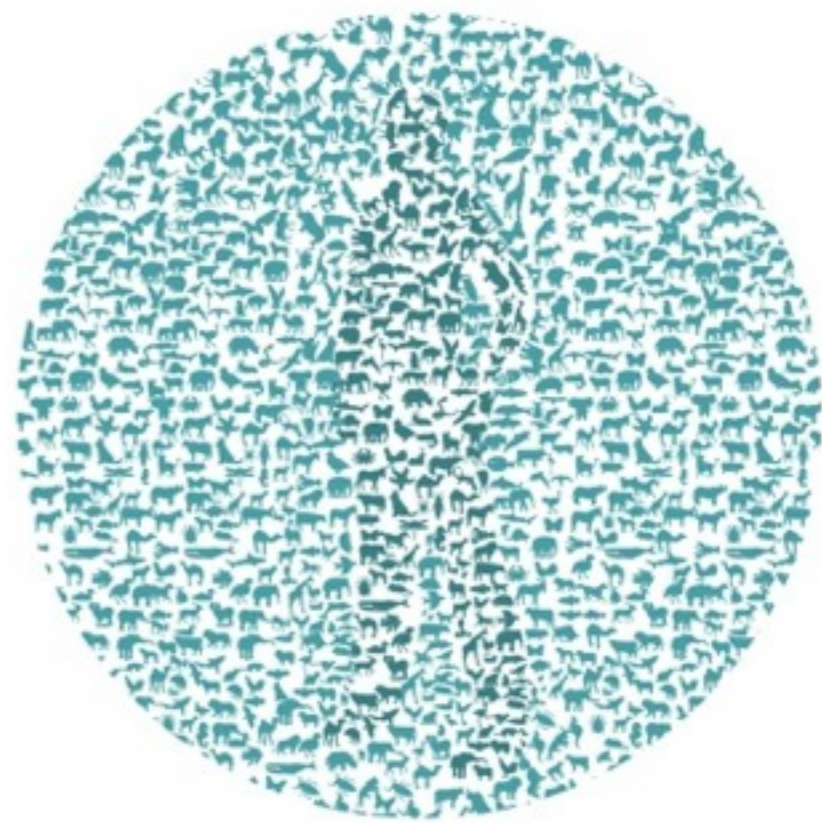
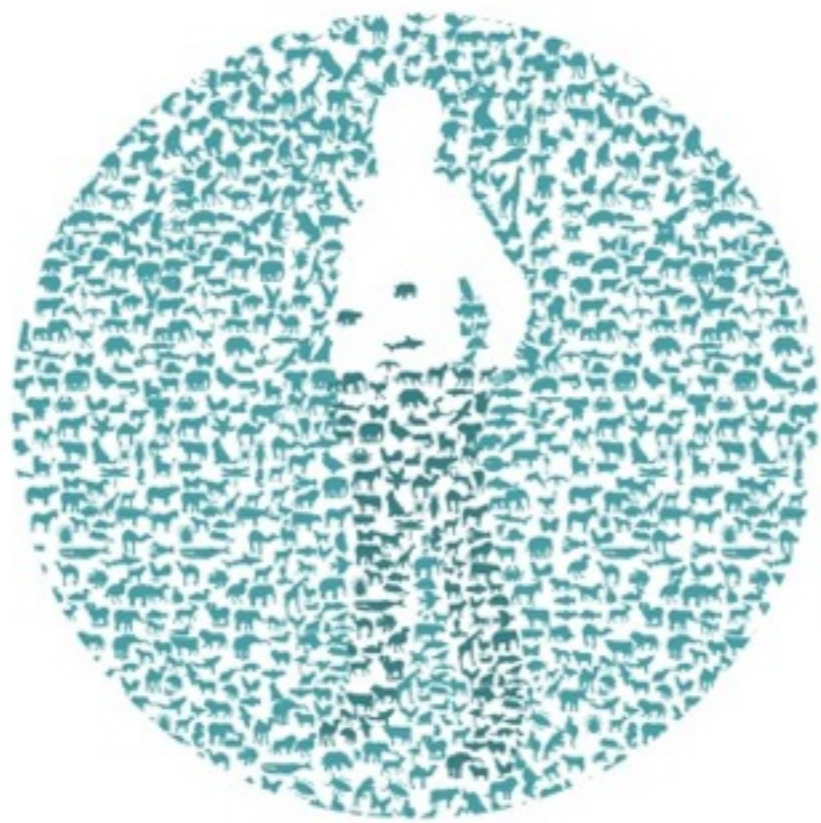
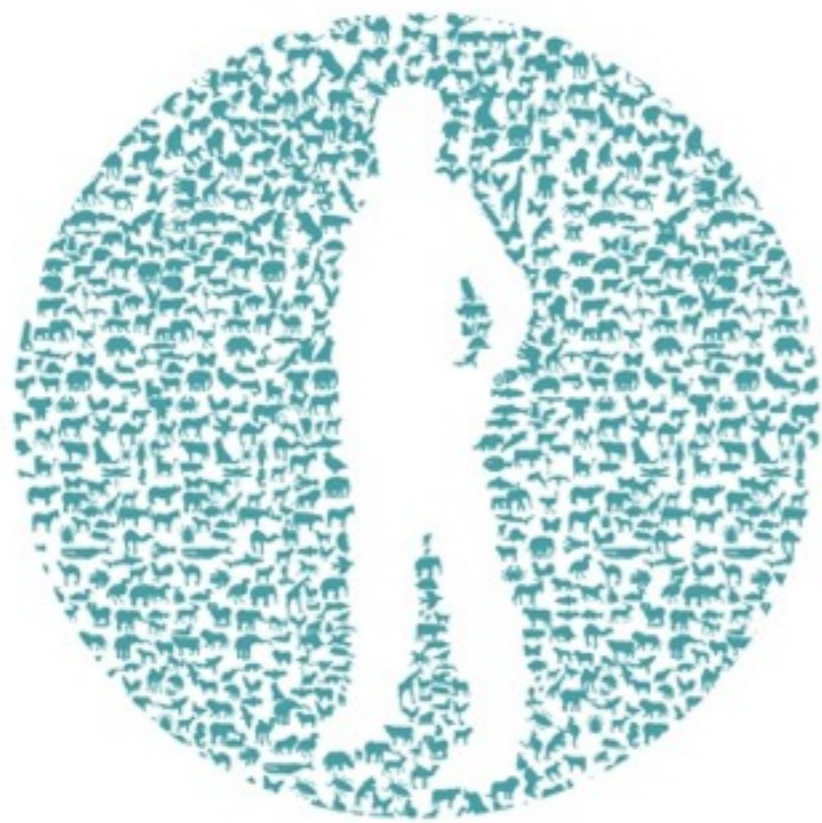
BEE POLLINATE THE TREE AND THE TREE GIVES FRUIT AND THE FRUIT IS SPRAYED WITH PESTICIDES AND THEY EFFECT THE FOOD SUPPLY OF THE WHALE AND THE

Biodiversity. We're all in this together.

# Online connectivity measurement

We will set an initial goal of how many “friends” we would like to connect with biodiversity. As we attract more and more people to become friends with biodiversity online, we will record their presence by filling in the reverse of the logo. When we are 40% of the way to our target, then the human figure will be partially gone. And in the end, the human will blend in with his surrounding ecosystems, and we will be on the way to reversing the human impact on biodiversity.

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# PR – Phase II

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We hope you like it!

*Agiloy*

## PR strategy – phase 2

- Toolkits for national implementation of the campaign
  - Campaign logo/visuals
  - Campaign slogan
  - Launch press release
  - Video
  - City guide
  - School guide
  - Seasonal guide
- Use Teeb report results (mid 2010) for media outreach and launch of toolboxes
- Presentation at Green Spider Network meeting (Belgium) to engage other countries
- Illustrate big and smaller scale success stories in the media (on- and offline), with bloggers
- Use social media & networks to amplify the campaign
- Work with partners to spread the campaign (European Schoolnet, environment NGO's, other biodiversity initiatives,

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