

# Custom Content Overview

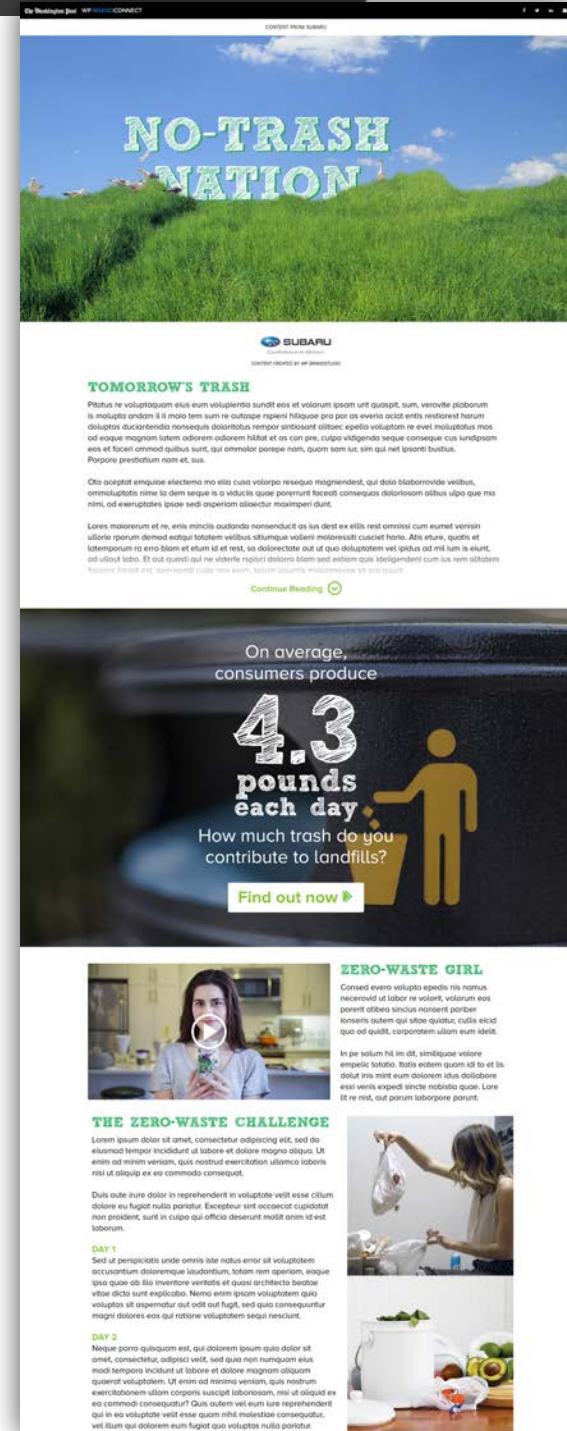
By 2157, experts say, the world will be covered in trash. Not if Subaru can help it. With enough support for initiatives like #don'tfeedthelandfills, that course may be stopped—and even reversed.

In this important program, *The Washington Post* BrandStudio and Subaru will join forces to motivate readers to join the global movement to curb waste.



# Execution

- Through stunning visuals, informative articles and engaging infographics, we'll bring to life the amazing work that's being done by individuals, communities and businesses in the national parks and across the country—and inspire readers to join their efforts.
- Program components are aggregated on a vertical scroll, parallax-style hub



# “No Trash Nation” Article

Article with 3 static data visualizations

A richly designed journalistic narrative with data visualizations will address:

- **The Problem:** How much trash is being created, how it’s treated, where it goes, the environment impact
  - Data visualization incorporating findings from Subaru waste study
- **The Solutions:** Stories of community, business, individual and government efforts (e.g. James Foley, who turns trash into homes for the homeless; pending legislation for national trash policy; USDA and EPA joint plan
  - Data visualization: Business-level solution exemplified by zero-landfill Subaru plant with arrows pointing out, for example, brass lug nuts reused, solvents recycled, paint sludge repurposed, surrounding wildlife habitat
- **The Future:** Exploration of innovative programs and technologies
  - Data visualization: Innovations such as pneumatic trash tubes for Manhattan’s Hudson Yards, Sweden’s waste-to-energy program, Belgium’s work in mining old landfills for recyclable materials



# “Landfill to Landscape”

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Article with interactive infographic

A journalistic exploration of a typical landfill includes colorful stories of what workers see and do on an average day.

Companion interactive infographic details what goes into a landfill, where it comes from, and the economics and logistics of restoring it to nature.

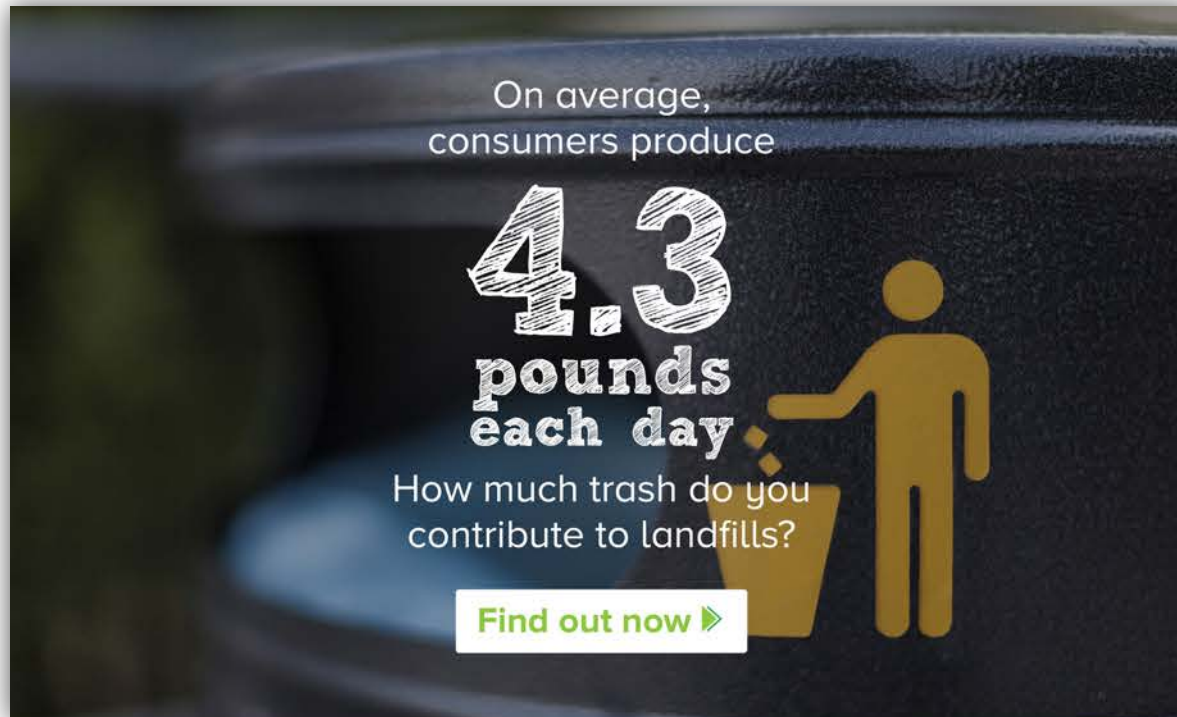
Animated visual launching point: a landfill being transformed back into pristine landscape

Clickable “hotspots” reveal facts and stats about recycling different types of garbage (e.g., if you can easily poke your hand through plastic, it’s easy to recycle)



# “Trash Tracker” Interactive Tool

Eye-opening, interactive experience lets readers discover just how much trash we each make in a day (4.3 pounds!!); [see inspirational example here](#)



# “Day in the Life of”

Photo profile OR documentary-style video

A photojournalist OR film production crew will go on-site with a compelling subject such as Lauren Singer (a.k.a. “Zero-Waste Girl,” a 23-year-old whose trash for two years fits in a 16-oz jar). Depending on spend level, the creative format would be either:

- Photo Profile: Journalistic profile with image gallery and captions
- Video: 2–3 minute high-production value documentary-style film

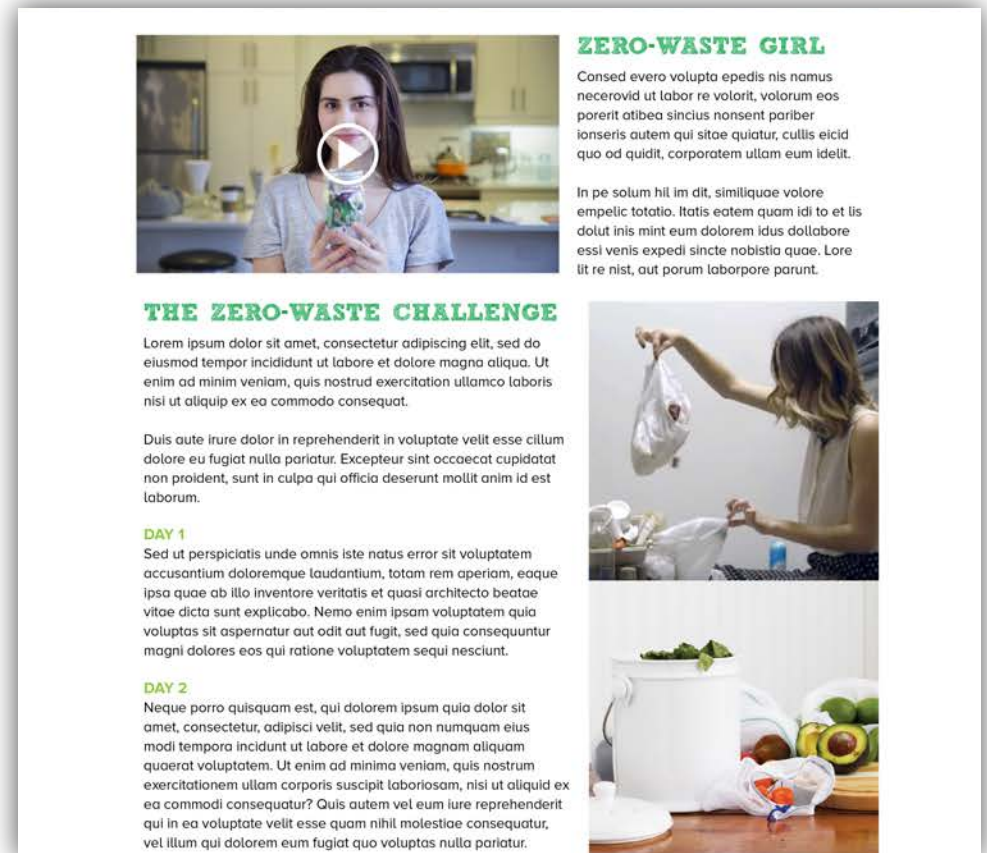


# Interactive: “The Zero-Waste Challenge”

How hard is it to reduce our daily trash production? And what’s the payoff if we all succeed in cutting back? In the tradition of #OptOutside and the Ice Bucket Challenge, we’ll find out by inviting readers to try to maintain a Zero Waste Day (or week).

We’ll provide them with a guide: Lauren Singer or other environmental blogger/ influencer who will take the challenge and document the experience through diary entries, photos and even short, self-taped videos.

- To spread the movement, we’ll reach out to the top eco-influencers on Twitter and other social media platforms
- Readers who take the challenge can post their own insights, best tips and even photos of how little trash they produced each day (all UGC content would be pre-screened before posting)



**ZERO-WASTE GIRL**

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**THE ZERO-WASTE CHALLENGE**

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**DAY 2**

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