



CHANGE BEGINS WITH YOU.

background

our audience

- A18-26
- social media users

objective

- create a “call to action” and sense of purpose for rising generations to get involved in the sustainability movement

our method

- appeal to younger audience through a combination of visual art and straight-forward messages in a storyboard

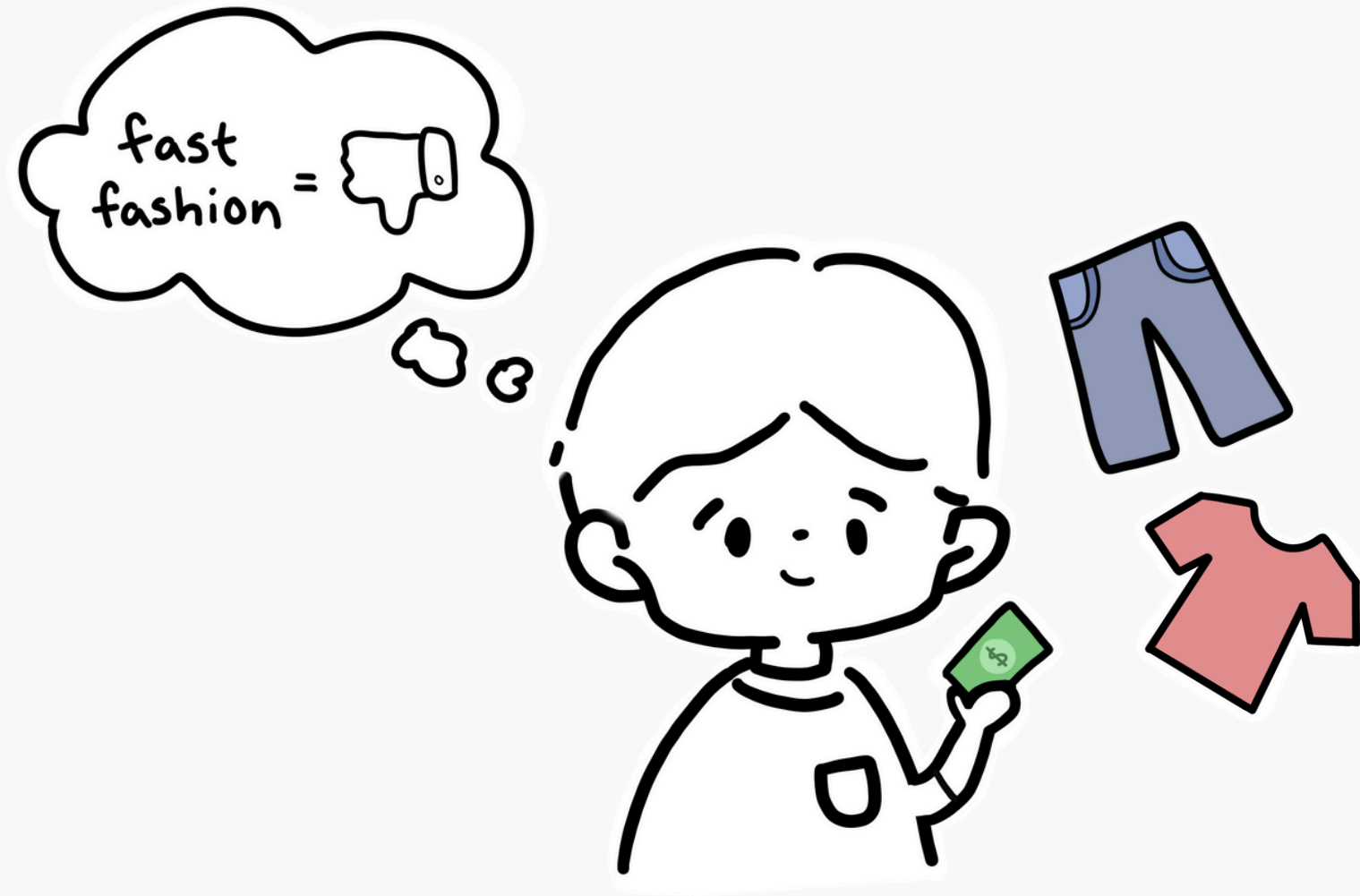
our inspiration

“I had mobilized my intellectual and persuasive resources to get someone else to change her behavior, and remained, I saw, utterly complacent about my own.” Chapter 1

“I made the mistake of thinking that condemning other people's misdeeds somehow made me virtuous” Chapter 1 pg. 13-14

**CHANGE
BEGINS WITH
YOU.**

we live in a society where



the green gap

&

cancel culture



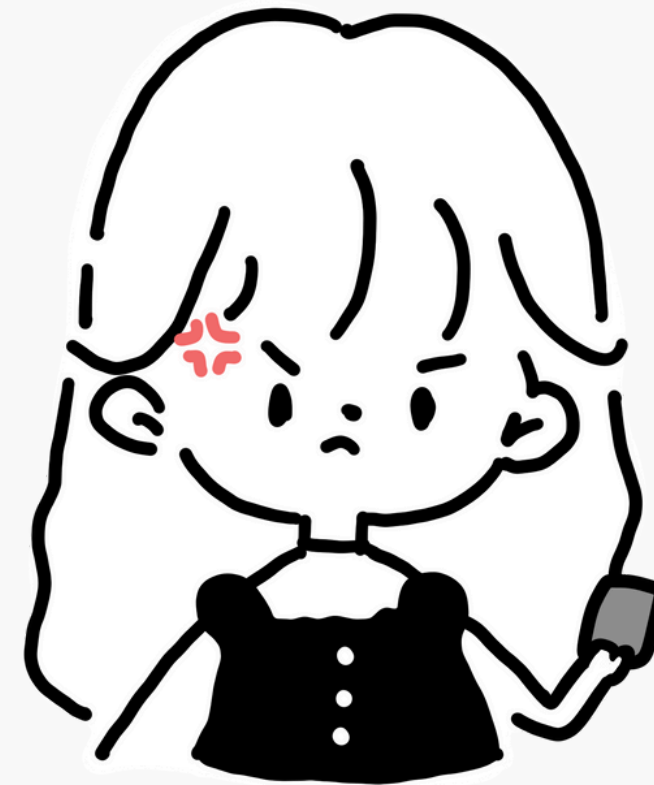
are all too common

social media has given us the means to
hyper-analyze others' behaviors...

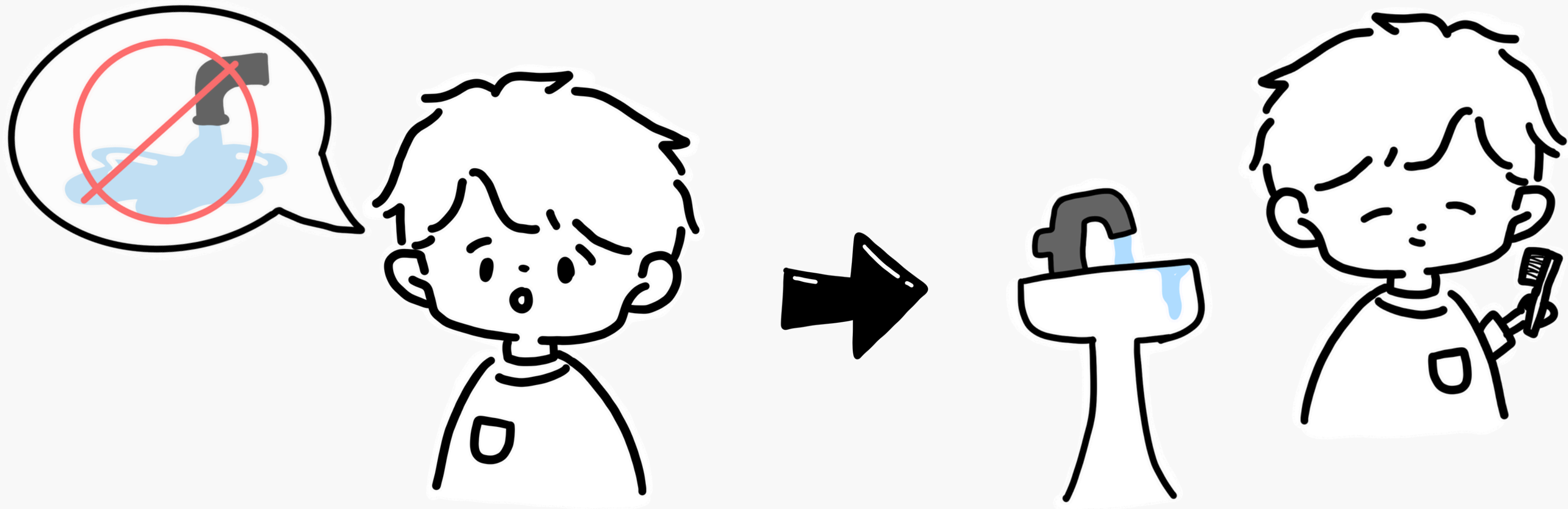


and to deem whether or not they are
socially acceptable

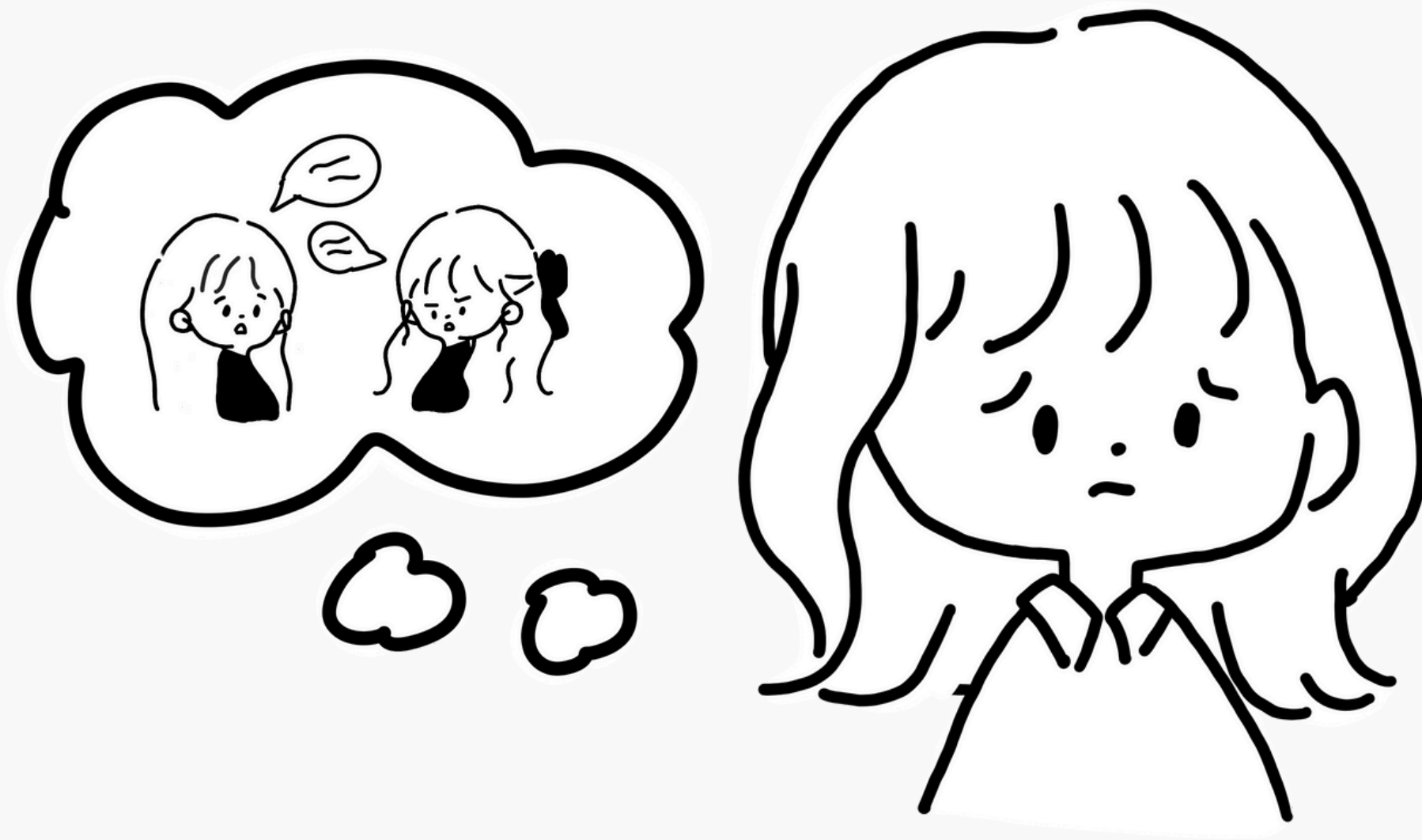
our habit of
criticizing others...



blinds us from
noticing our own
flaws

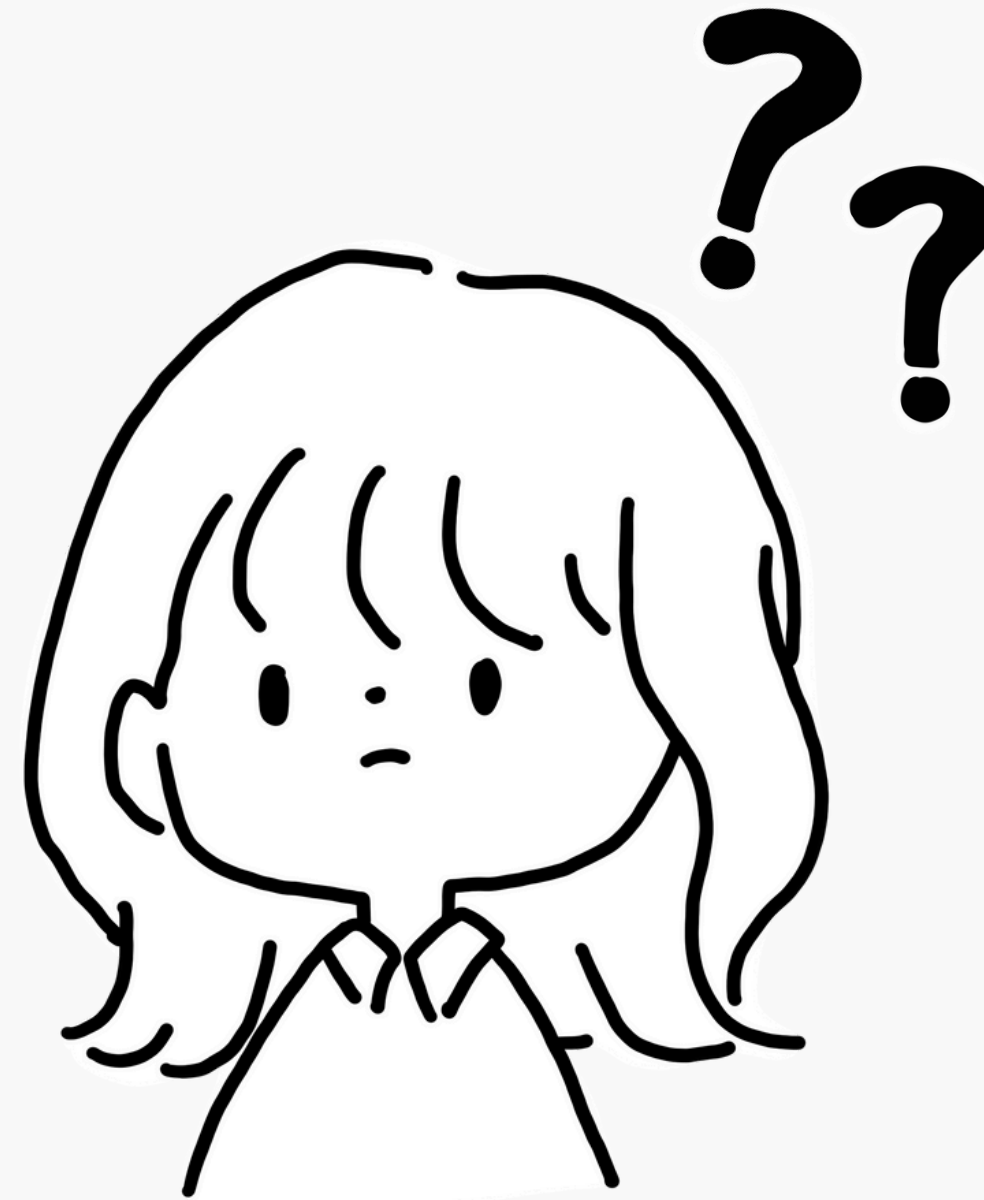


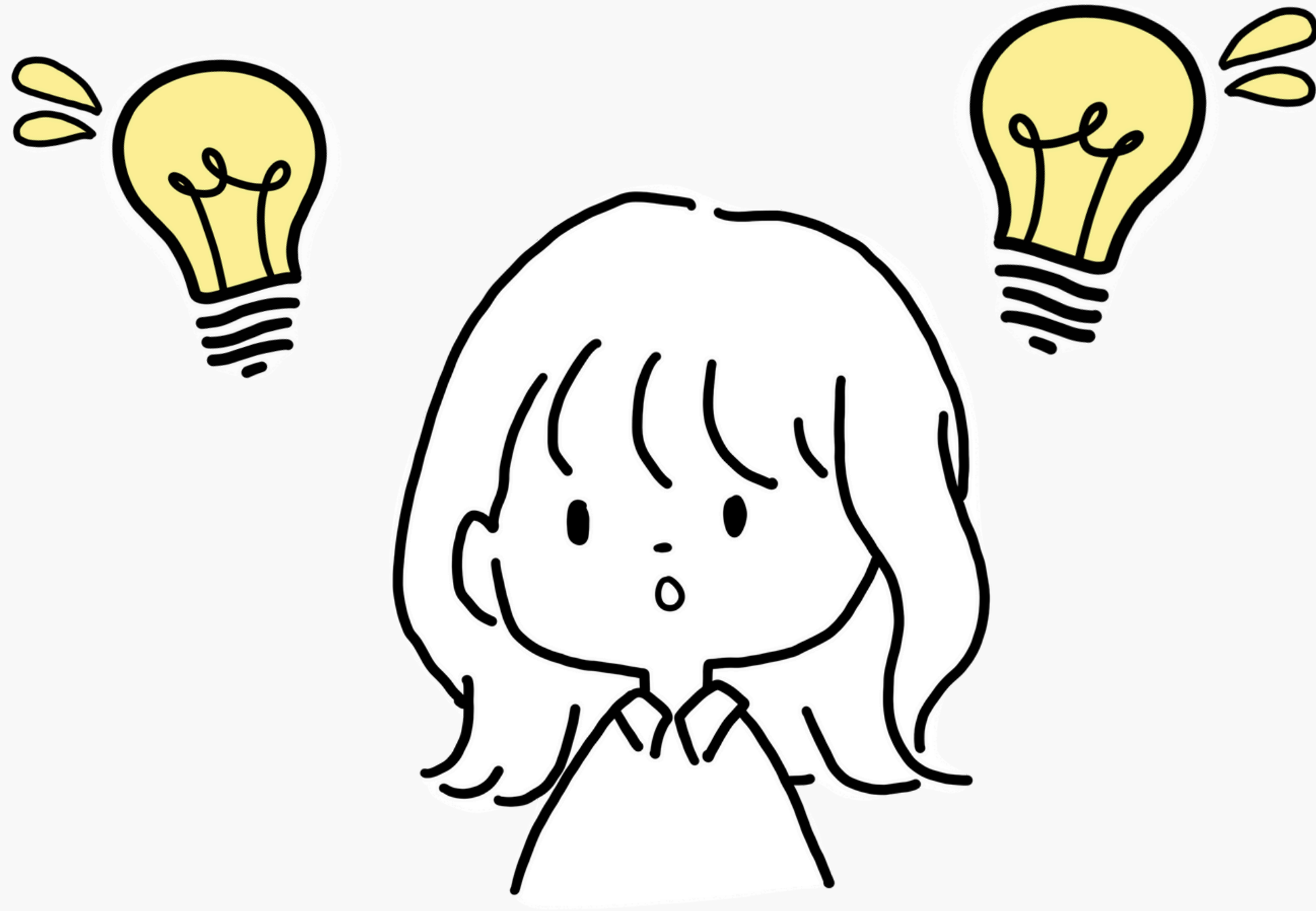
because it is much easier to tell others to do something than to do it ourselves.



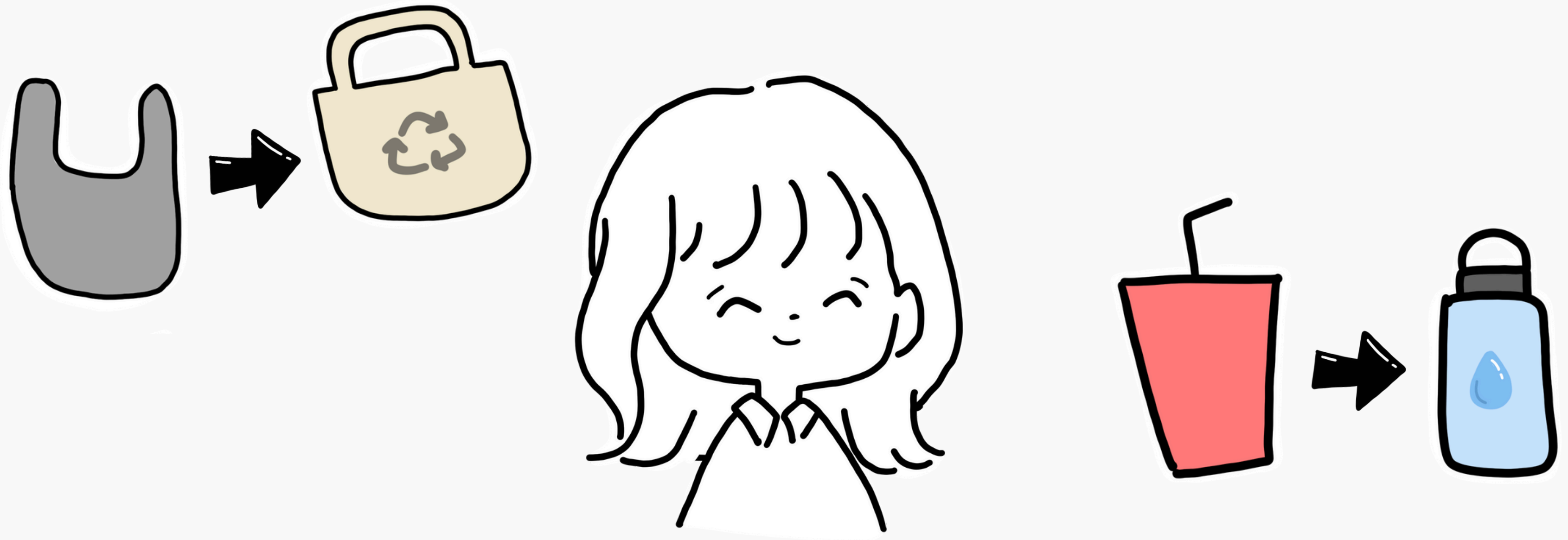
fear of public scrutiny can also make incorporating these changes more daunting

that's why empowering others to live
sustainably starts with you





you can be the example



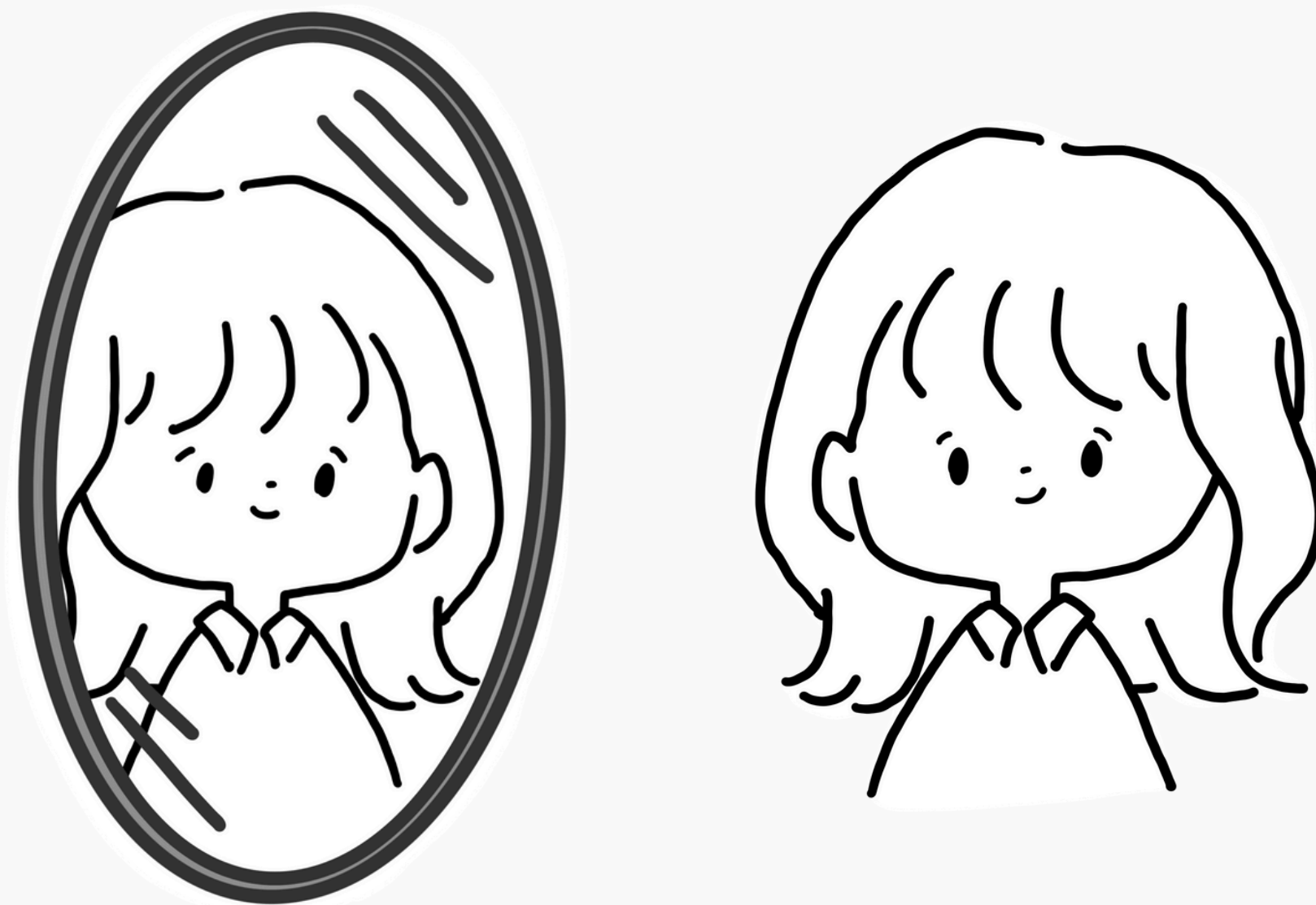
**incorporate small changes to your
own daily routine,**

live by example,

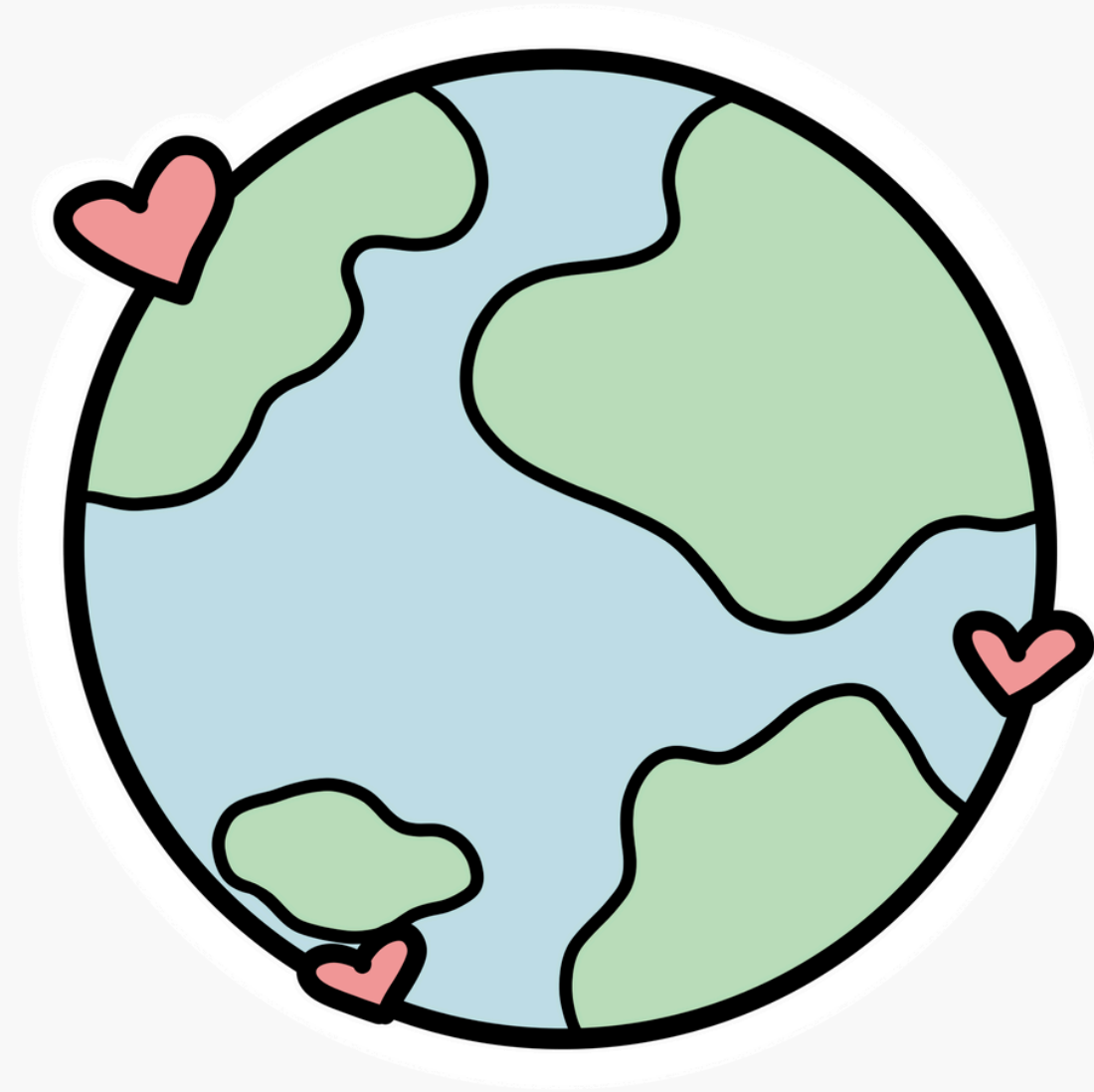


and allow others to be inspired by
your actions





**because the moment we begin
changing our own lives**



**is the moment we begin to see
the change**

NO IMPACT MAN QUOTES

“I had mobilized my intellectual and persuasive resources to get someone else to change her behavior, and remained, I saw, utterly complacent about my own.” Page 45, Chapter 1

“I made the mistake of thinking that condemning other people's misdeeds somehow made me virtuous” Page 47, Chapter 1

“For some reason, that winter day in the elevator, I suddenly realized that my problem might not actually be the state of the world. My problem was my inaction. I was worried sick about something and doing nothing about it.” Page 11, Chapter 1

“I was sick of my comfortable and easy pretension of helplessness” Page 26, chapter 1

“It's a lot easier to say that you shouldn't use disposable paper products than it is to actually not use them. There's a wider lesson in there somewhere. Like, it's a lot easier to say that our culture should be more sustainable than to actually make it that way.” Page 93, Chapter 2

“But if we're saving the planet and we're not living good lives, that is a terrible waste too” Page 264, chapter 7

“What’s wonderful about the human race is that we move forward together” Page 670, Chapter 8

“But if we're saving the planet and we're not living good lives, that is a terrible waste too” Page 537, chapter 7

“What I didn’t expect was that this project that I started because I felt voiceless, helpless, and powerless is apparently giving me some sort of voice.” Page 101

Chpt. 5, pg. 85, “I feel less like a neck-mounted head that needs to be moved around by machine.”