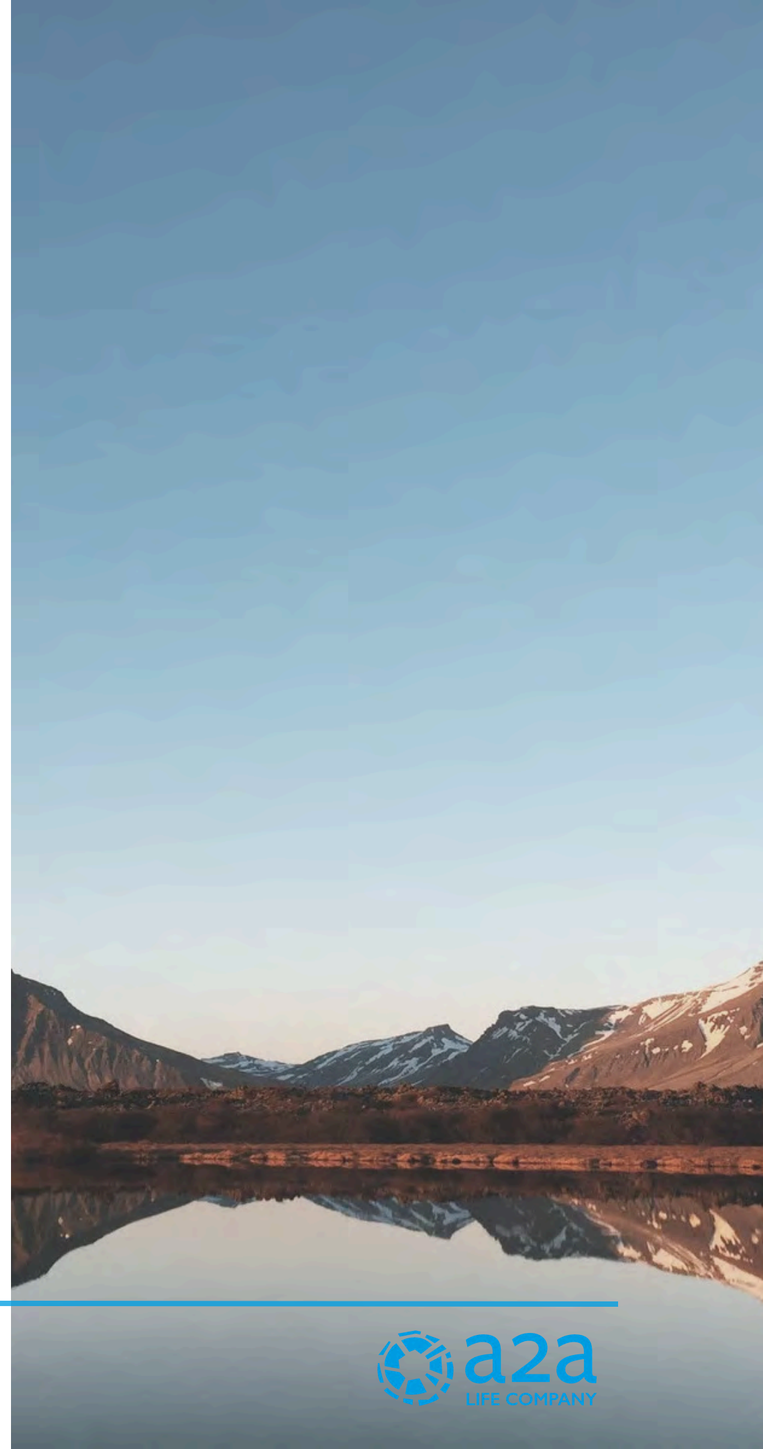
Communicating Biodiversity

Università Cattolica del Sacro Cuore





THE CHALLENGE

How can A2A raise awareness in the Brescia area about the importance of protecting biodiversity while simultaneously sharing useful information on a national level?


BRINGING NATURE
BACK TO NOW
Why should we care about biodiversity?
a2a
LIFE COMPANY


a2a
LIFE COMPANY





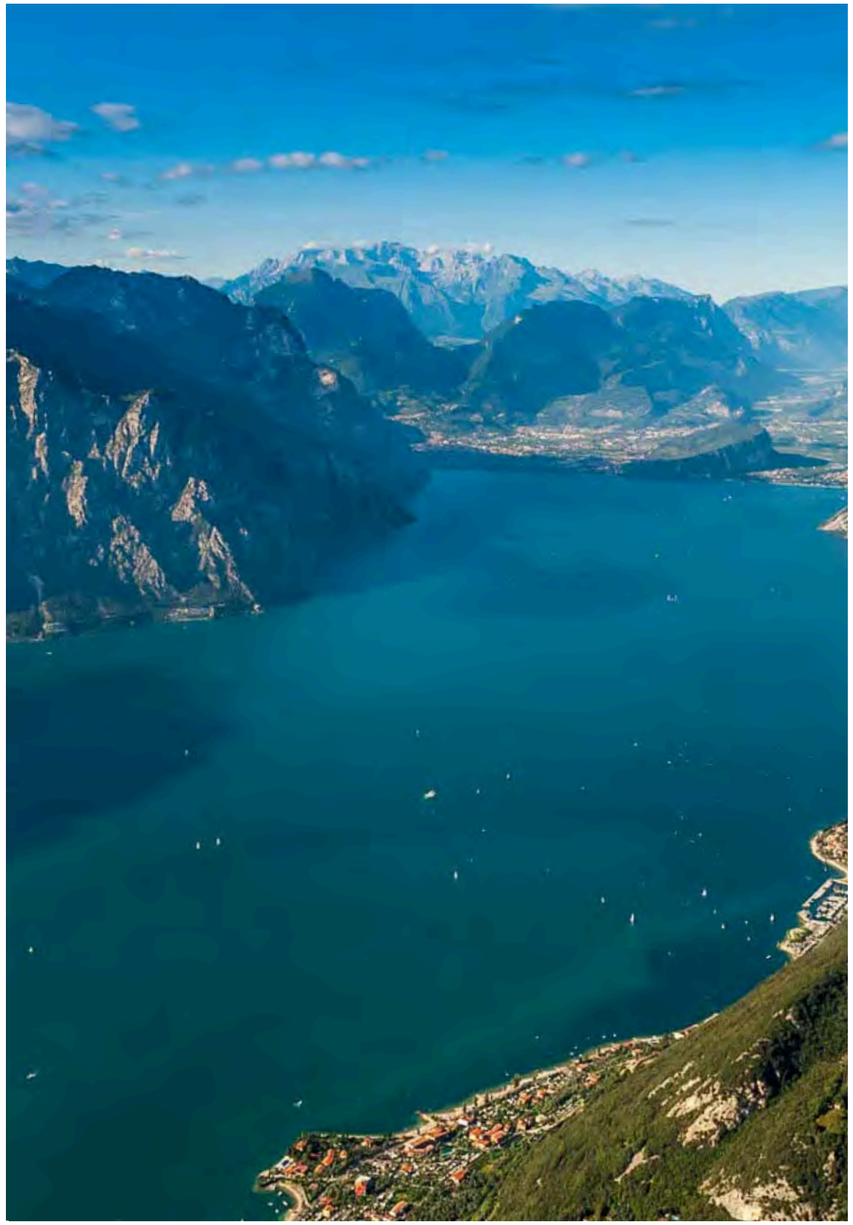
RECONNECTING WITH THE ISSUE



A NEW APPROACH

We want to shift biodiversity communication from fear and future loss to present, sensory reconnection. From guilt to care.

REFRAME OF THE CHALLENGE



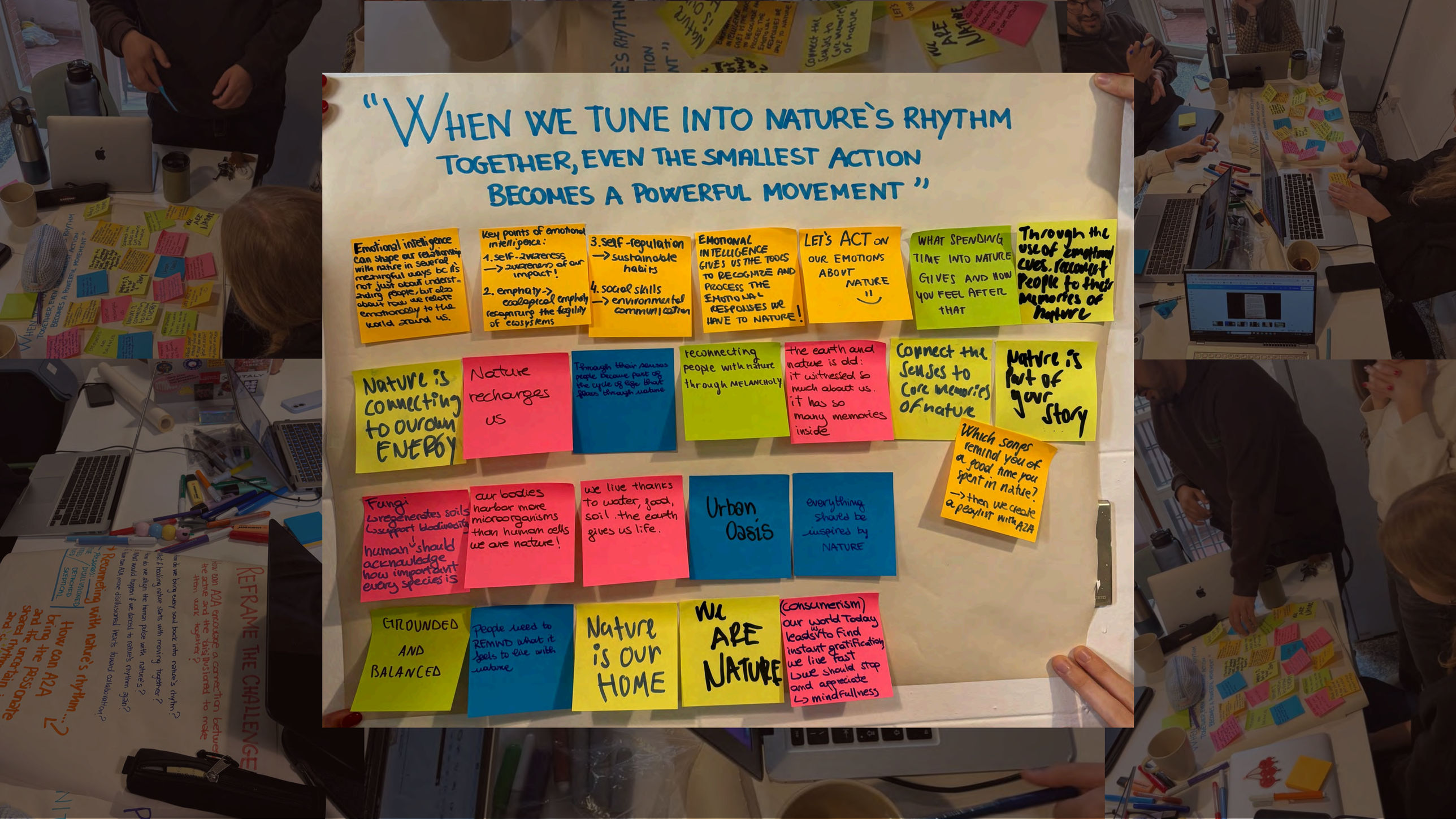
"How can A2A bring the **passionate** and the **uncertain** into a **shared rhythm** with nature and **spark collective action**?"

FEELING PART OF NATURE AGAIN



FROM DISCONNECTION TO RECONNECTION

People are saturared with climate change campaigns based on alarming messages but share a common love for nature.


"WHEN WE TUNE INTO NATURE'S RHYTHM
TOGETHER, EVEN THE SMALLEST ACTION
BECOMES A POWERFUL MOVEMENT"
Emotional intelligence can shape our relationship with nature in several meaningful ways bc it's not just about understanding people, but also about how we relate emotionally to the world around us.
Key points of emotional intelligence:
1. self-awareness → awareness of our impact!
2. empathy → ecological empathy recognizing the fragility of ecosystems
3. self-regulation → sustainable habits
4. social skills → environmental communication
EMOTIONAL INTELLIGENCE GIVES US THE TOOLS TO RECOGNIZE AND PROCESS THE EMOTIONAL RESPONSES WE HAVE TO NATURE!
LET'S ACT ON OUR EMOTIONS ABOUT NATURE
WHAT SPENDING TIME INTO NATURE GIVES AND HOW YOU FEEL AFTER THAT
Through the use of emotional cues, transport people to their memories of nature
Nature is connecting to our own ENERGY
Nature recharges us
Through their senses people become part of the cycle of life that flows through nature
reconnecting people with nature through MELANCHOLY
the earth and nature is old: it witnessed so much about us. it has so many memories inside
Connect the senses to core memories of nature
Nature is part of your story
Which songs remind you of a good time you spent in nature? → then we create a playlist with A2A
Fungi → regenerates soils → support biodiversity
human' should acknowledge how important every species is
our bodies harbor more microorganisms than human cells we are nature!
we live thanks to water, food, soil. the earth gives us life.
Urban Oasis
everything should be inspired by NATURE
GROUNDED AND BALANCED
People need to REMIND what it feels to live with nature
Nature is our HOME
WE ARE NATURE
(consumerism) our world Today leads us to find instant gratification we live fast we should stop and appreciate → mindfullness
REFRAME THE CHALLENGE
How can A2A encourage a connection between the active and the disinterested to make them work together?
How do we bring every soul back into nature's rhythm?
What if feeling nature starts with moving together?
How do we align the human pulse with nature's?
What would happen if we dared to nature's rhythm again?
How can A2A move disillusioned hearts toward collaboration?
Reconnecting with nature's rhythm...
How can A2A bring the passionate and the disillusioned and the uncertain and the shared rhythm



KEY MESSAGE:

“When we tune into nature’ s rhythm together, even the smallest action becomes a powerful movement”

THE PILLARS OF OUR CAMPAIGN

Reconnect to Remember

"We were never separate from nature, we just forgot how to feel it. Let's slow down, listen, and remember where we come from."

In Nature, We Find Ourselves

"Caring for nature isn't about saving something distant, it's about restoring something that has always been connected to us. When we slow down, we find a quieter truth: that nature gives back when we live in rhythm with it."

We Are Nature

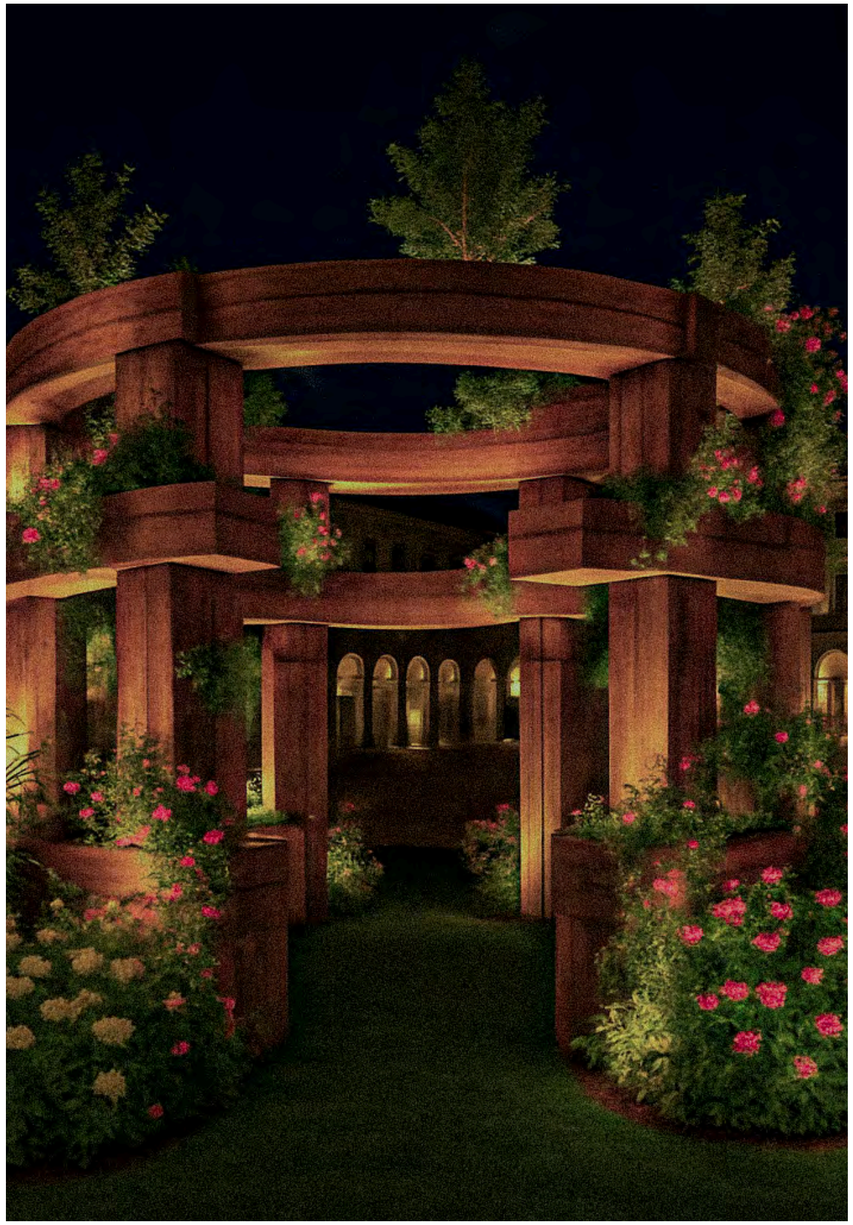
“We are not outside of nature, we are made of it. The more we become aware of that, the more our choices reflect it."

MULTICHANNEL COMMUNICATION CAMPAIGN

Università Cattolica del Sacro Cuore

a2a


HOUSE OF NATURE
Bringing nature back to Piazza della Vittoria
a2a
LIFE COMPANY



This circular house, built with recycled wood, **represents memory and how nature finds its way back into the city**. Inside, trees bloom, and native plants decorate the spaces where visitors are invited into a series of **sensory experiences.**

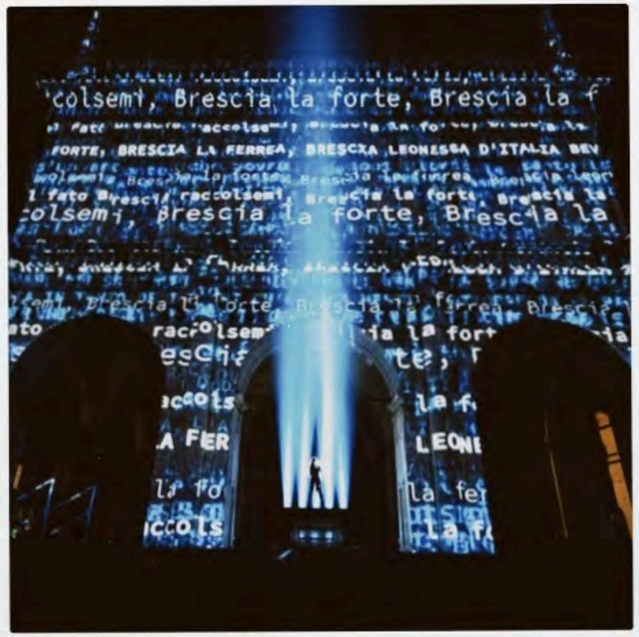
THROUGH TEXTURES

BACKGROUND SOUNDS

WALL OF MEMORIES

MEMORY MIRROR

BUT WHAT HAPPENS DURING THE NIGHT?

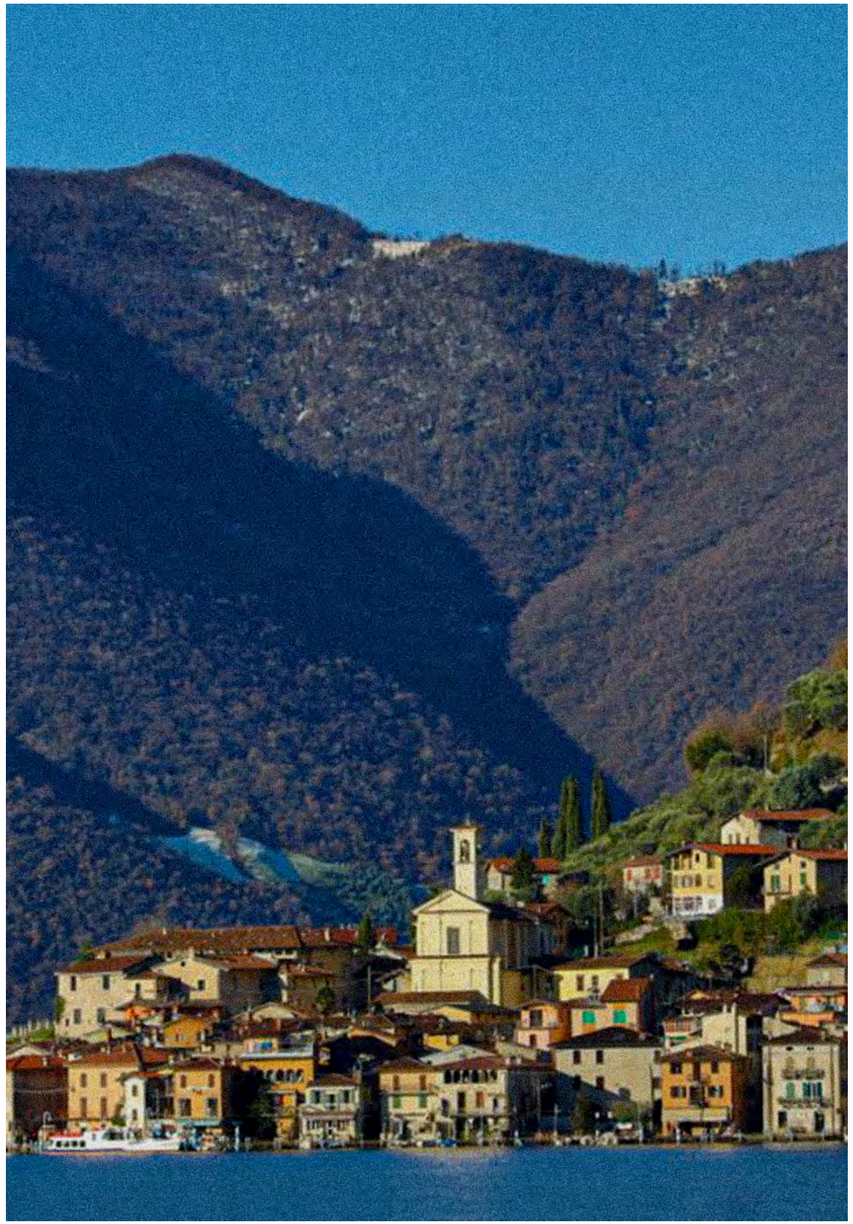

colsemi, Brescia la forte, Brescia la f
FORTE, BRESCIA LA FERREA, BRESCIA LEONESSA D'ITALIA BEV
colsemi, Brescia la forte, Brescia la






A CIRCULAR EVENT
Taking memories of nature back

DIGITAL CAMPAIGN



The **tone** of this campaign is almost like a childhood memory: soft, emotional, and personal.

Instead of using fear we focus on connection and presence. It’s quiet, not loud.

Visuals follow the same idea: textured, warm, and real.

PAID

INSTAGRAM ADS
SPOTIFY ADS
UNIVERSITY PARTNERSHIPS
TIKTOK
STREET ADS

OWNED

MICROSITE
A2A IG/TIKTOK CHANNELS
THE HOUSE
THE NEWSLETTER
THE MERCH
QR EXPERIENCES

EARNED

CAMPAIGN HASHTAG
UGC
STUDENTS
INFLUENCERS
PRESS

WHEN AND WHERE?

TIMELINE

Phase 1: April 15 - May 5

1. Creating the seed
Goal: build our message from the emotional tone.

- **Teasers on social media** (textures, quotes)
- **Local artist** (nostalgic, personal stories in nature)
- **Poster campaign in Brescia** (emotional one-liners)
- **Pr round with journalist and local influencers** ("mystery boxes" to journalists inviting them to the event)

Phase 2: May 8

2. House of Nature in Piazza della Vittoria
Goal: reveal the house and launch the bigger campaign.

- **Launch event:** the **House of Nature is open** (First walk-through the House of Nature with press, local leaders, and creators sharing live)

Phase 3: May 8 - June 8

3. Continuing the storytelling
Goal: community storytelling and engagement

- **Daily social content** from inside the House
- **"Wall of Memories" online replica**
- **A2A Stories Series**: what the company does locally

Phase 4: June 8 - June 30

4. Building new memories
Goal: strengthening the story

- **"Take Nature Home" event** (locals can take parts of the house)
- **Final wrap video:** testimonials, moments, post-its, projection shots

KPI MEASUREMENT

ON SITE ENGAGEMENT

DIGITAL ENGAGEMENT

BRAND IMPACT & SUSTAINABILITY

INFLUENCED STAKEHOLDERS

COMUNE DI BRESCIA

LOCAL BRANDS

NGOS

BRESCIANI

PRESS

ARTIST






a2a
LIFE COMPANY


It’s time to go back to nature. We need to hear its call.