

climacide



WHO ARE WE TALKING TO?





COMMUNICATIONS LANDSCAPE



WHAT IS CLIMACIDE?

ANTIABORTION = PRO-LIFE

ESTATE TAX = DEATH TAX

GLOBAL WARMING = CLIMATE CHANGE

**CLIMACIDE IS WHEN AN ORGANISM DIES FROM
THE EFFECTS OF GLOBAL WARMING.**

**WE WILL EXPERIENCE MASSIVE HUMAN CLIMACIDE
IF WE DON'T TAKE ACTION AT COP15.**



We're on the cusp of the biggest disaster we've ever faced.
The end of civilization. Human Climacide.

Oil companies say we can't stop. Politicians say we won't change.
Liars deny what's happening.

But this is our world, and we're not done yet.

If there's something you love,
If there's something worth protecting,
If there's anything in life worth fighting for, it's now.

Get the truth.
Take the pledge.
Spread the word.

There will be doubters.
There will be those who say it's too late.
That it's too hard.
That we can't change.

They're wrong.
This is our planet. This is our future.
And we won't let anyone take that from us.

This is the challenge of our time.
It's our turn to be the greatest generation.
We will stop Climacide.

CLIMACIDE.ORG



PHASE 1: EVIDENCE

Let's show people the things that are happening RIGHT NOW as harbingers of a dire future we must avoid.

We will break through the skepticism barrier by letting the evidence speak for itself. This campaign features silent witnesses who say nothing. They don't preach or blame, they just stand in front of an example of global warming while holding a photo or chart that shows what's wrong.



Glacier :30 (Video)

We open on a large block of ice surrounded by dirt and mountains. We hear seagulls in the distance.

TYPE ON SCREEN: South Cascade Glacier, Washington.

As we pan back, we see a person holding up a photo of the same location covered in glacial ice. The person holding the photo looks at the photo, then at the block of ice, and finally at the camera.

TYPE ON SCREEN: It's happening now.
TITLE SCREEN: Climacide.org



Rocks :30 (Video)

We open on a coastal shot of water beating on rocks. We hear the water crash and roll off the volcanic rock. In the distance we hear seagulls.

TYPE ON SCREEN: Nuuk, Greenland.

As we pan back, we see a person holding up a photo of the same location, but it's completely covered in glacial ice. A seagull flies in behind them.

TYPE ON SCREEN: It's happening now.
TITLE SCREEN: Climacide.org



Burp :30 (Video)

We open on a shot of what looks like a fishing hole in some ice. Little bubbles are coming up. We hear some giggling.

TYPE ON SCREEN: Fairbanks, Alaska.

We pan up to see a person lighting a stick and looking into the camera. He holds the little stick to the bubbles and a fireball shoots forward. Everyone jumps back with nervous laughter as the camera shakes around. Someone gets bleeped out as they say, "Holy s***, be careful."

TYPE ON SCREEN: It's happening now.
TITLE SCREEN: Climacide.org



Wildfires :30 (Video)

We open on a handheld shot of a raging California wildfire. We hear wind blowing against the microphone and sirens in the distance.

TYPE ON SCREEN: Los Angeles, California

As we pan back, we see a person holding a simple chart showing an exponential rise in acreage lost to fires. He's wearing fire gear and nervously looking over his shoulder at the flames.

TYPE ON SCREEN: Wildfires have increased 10x since 1970. It's happening now.
TITLE SCREEN: Climacide.org

OTHER EXECUTIONS:

**PRINT
RICH MEDIA
SOCIAL MEDIA
OOH**

WEBSITE IDEAS:





STOP CLIMACIDE (ACT NOW)

This section should appear larger and different than the main navigation, as it is the primary purpose of Climacide.org. Here a user can sign a petition/pledge demanding action at COP15 and here at home. Based on their address, we send the message to: President Obama, state senators, congressperson, governor, state legislator and mayor

Using Facebook connect, a user could log in with their Facebook account to both pre-fill their address information as well as send a message to their friend network that they signed the pledge. If deemed more effective, we can have a co-op mailing system where a corporation pays to print and mail the user's statement as a letter.

We could also consider some kind of live display showing where other people have taken action. This could be done using the assets created for the map visualizer.

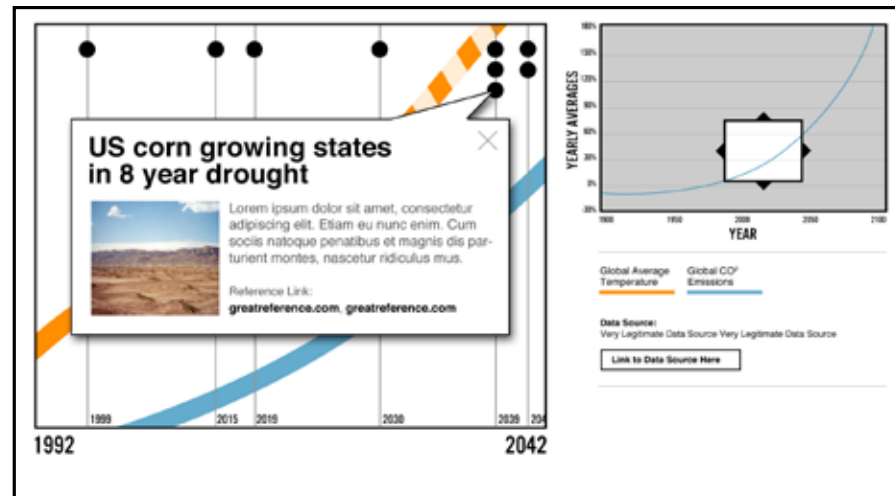
After taking action, the user is sent to the "Spread the Message" section.



CLIMACIDE MAP VISUALIZER

Using an interface similar to Google Maps, we create a simulator of what the earth could look like as global warming takes hold. There is a slider for increasing the sea level and global average temperature. For each degree Celsius, there is a corresponding Fahrenheit number. A CSS dialog comes up and says what the increase in sea level is from where it is today as the globe morphs in the background. As the user explores the globe, there are markers in places where there will be significant events. When the user clicks on the marker, a dialog comes up explaining what will happen. These dialog boxes can contain computer-generated photos/videos, text, animations, charts, etc. They will also contain links to external resources that go into more detail about effects in each area.

Using Facebook connect, we could show a user how his or her area would be affected and how his or her friends are going to be affected by global warming.



CLIMACIDE TIMELINE

Inspired by the chart showing a correlation between carbon dioxide levels and the rise in global average temperature, this is a graphic timeline that begins with the birth of the industrial age, places today in the middle and places the end of the century at the end. In the background, we see the same CO₂/temperature correlation. Along the timeline are markers for significant events. In the past, these are natural disasters, weather records, major sections of Antarctica coming loose and the loss of entire species due to Climacide. Future milestones include melting ice caps, desertification, loss of species, famines, the abandonment of major cities, population migrations, etc. The dialog boxes that the markers open will be shared between the Climacide map visualizer and the Climacide timeline.



THE OPPORTUNITY

In this section, we talk about what solving Climacide will cost and what we will gain. We will have some simple charts showing how obviously positive this action will be, and then links to external resources with more information.





SPREAD THE MESSAGE

In this section, the user is prompted to participate in our social media campaign. There will be a video of people saying what's important enough for them to take action to protect, and then we also ask them to share their reasons. The user has the option to share their response via their text or webcam. We capture that content for use in future paid media. The user is invited to install a Facebook/MySpace application that displays their responses alongside the responses of their friends who have also installed the application. Friends who have not taken the pledge see that all their friends are doing it and learn why. It also has links to our presence on Twitter, Facebook, MySpace and LinkedIn.

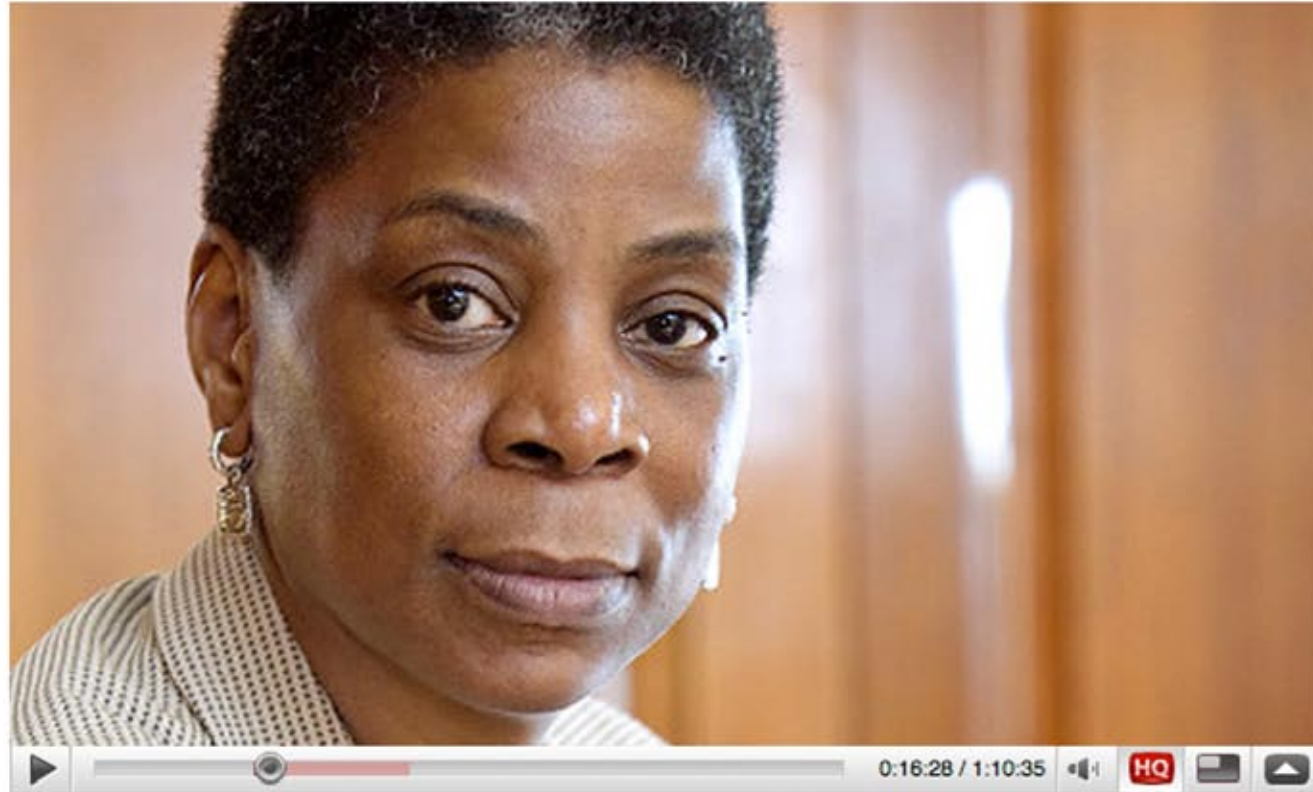




WHAT ELSE CAN I DO?

In this section, users can calculate their carbon footprint and take measures to reduce their impact. We will use existing carbon calculators and external resources to help people switch to green energy, buy offsets and make other simple lifestyle changes to reduce their impact.





THE ANYCORP STORY: "IT'S JUST GOOD BUSINESS."

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PEPSICO

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[Watch Video](#)



DUKE ENERGY

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WAL-MART

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ANHEUSER-BUSCH INBEV

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NIKE

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WHAT BUSINESSES CAN DO

Let's give companies the opportunity to say what they're doing to reduce their carbon footprint now, and explain how a carbon reduction policy would help them do even more while remaining competitive in their industry. We could treat this section as media to raise money for a paid media campaign closer to COP15.

We could create short (2–3 minute) videos featuring corporate CEOs talking about what they've done to lower their impact and why a cap & trade treaty would help them. Participating companies would be asked to display the mark on their homepage during COP15 and have a brief statement of support for an aggressive solution.



MARKS IN NEW YORK

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ARCHIVES

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CLIMACIDE BLOG/NEWS

We need a simple blog using an existing back-end (Blogger, TypePad, etc.) where we can post relevant updates about the campaign, COP15 and carbon reduction in general. We would also want to feature the Climacide Twitter feed in this section.



SPONSORS/CREDITS

Here we feature the companies that made the site possible, both collaborators and site sponsors. We could also look into letting different companies sponsor individual sections of the site, such as the Climacide map visualizer or the timeline.



PHASE 2: SOCIAL ACTIVATION

Once we've got someone's attention and they've taken action (written their elected representatives), we want to use social media to spread the message virally among peer groups.





THE MARK

The black hand dot is a profoundly simple and meaningful personal action that people can take to publicly display their support for a solution to stop Climacide at COP15. We seed the idea with the ads and communications, and through celebrity/opinion leader outreach. The mark is our yellow wristband, our red ribbon or purple finger. But ours produces no waste.





SOCIAL MEDIA/FACEBOOK

When someone goes to Climacide.org and signs up, they are asked what's important to them. They can share their response via their text or webcam. We capture that content for use in future paid media. The user is invited to install a Facebook/MySpace application that displays their responses alongside the responses of their friends who have also installed the application. Friends who have not taken the pledge see that all their friends are doing it and learn why.



DECEMBER 7-18

While the leaders of the world are in Copenhagen, we launch a full-scale movement of marked hands so that they know what we demand of them. Street teams in malls, urban centers and campuses go around loaning Sharpies to people or stamping their hands. Celebrities will show off their hands, and we'll seed a Facebook meme of people showing pictures of their hands with dots on them as their profile pics, much in the way that people added the middle name "Hussein" during the 2008 election.



IN COPENHAGEN

By using the #cop15 Twitter hashtag, we can easily track what the world is saying during the conference. Let's take that message to the leaders of the world by projecting it all over the city. We'll roam the city with mobile projection rigs and project people's messages from all over the world on the walls of public squares. People at the squares can participate as well via text message.

GREY

For more information, contact Michael Houston at Grey Worldwide: mhouston@grey.com