

UNHEARD

Voices of
Climate Change

TEAM YELLOW



Rebecca Fraioli

Rebecca Schieler



Zeeshan Ansari

Israa Zuhour



VISION

In a world where we experience inequalities and natural disasters caused by climate change on a daily basis, we need to take action.

Women can play a powerful role in this battle. That's why we believe that gender equity is the ultimate lever.



STATUS QUO

"Climate change is a complex issue... I feel we have to focus our resources and energy on issues which have real time impacts and make life better for people"

Prefer projects that have a direct impact on social development

Strictly guided by their original mission statement

They play it safe. Don't like to take risks

Majority of foundations have been around a very long time

HMW QUESTION

How might we make climate change projects more emotionally appealing, using gender equity as a lever to motivate foundations?



OPPORTUNITY FIELDS

OPPORTUNITY FIELDS

Co-benefits can be used to tailor climate intersections to foundations mission statement

The use of emotions has the strongest response towards climate change

Empowering women and girls in the global north and global south to be a radical climate change lever

PERSONAS

Klaus Günther

CEO of a family foundation

51 years old

"My foundation supports underprivileged families within Germany, directly having an impact on their lives. How can we possibly fund climate change projects too? Isn't that for environmental foundations?"



SOLUTION

Click anywhere on the image to open a link to the video!



'Unheard', voices of climate change is an immersive and interactive exhibition that reveals the powerful connection between gender equity and climate change intersections. It evokes a strong sense of empathy through storytelling and a multi-sensory journey that explores the life stages of women from the global north and global south

A portable exhibition that travels on an annual tour to health, gender and climate change conventions / events and invites local foundations

FLOOR PLAN

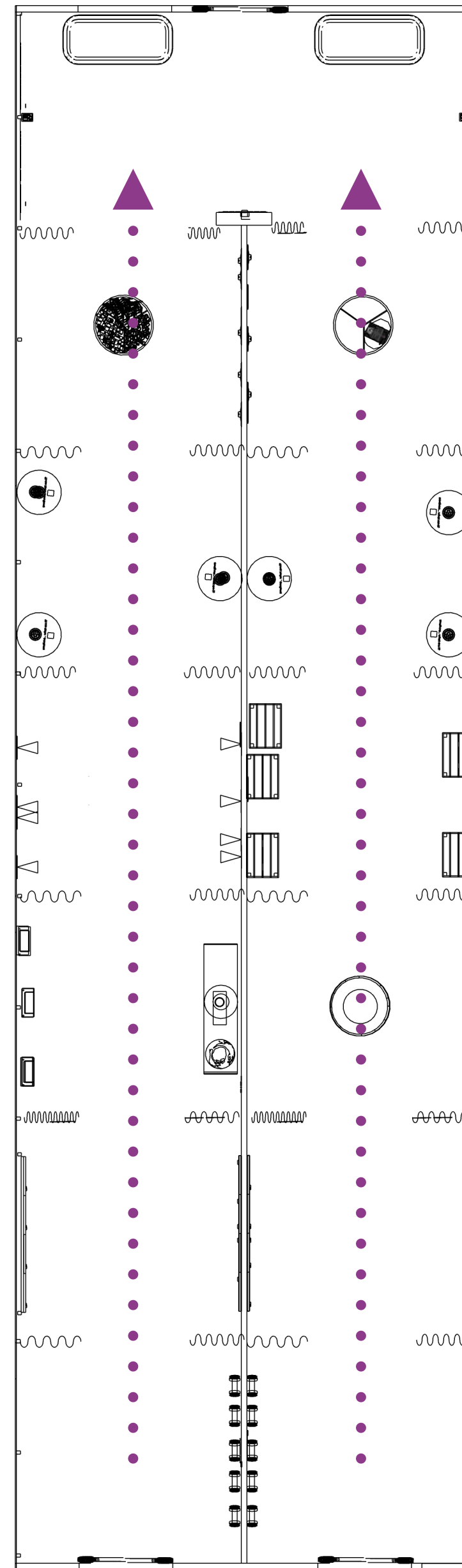
Adult:
Health



Young adult:
Just & Democratic Society



Child:
Education



NORTH SOUTH

Adult:
Nature Conservation



Young adult:
Social Justice



Child:
Education



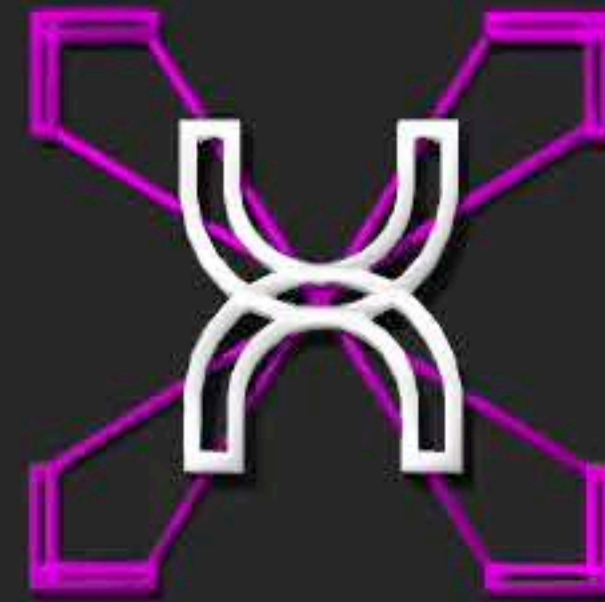
VOTE

What journey would you like to experience now?



VIDEO GN

PRESS ANYWHERE ON THE
SCREEN TO OPEN THE
VIDEO VIA A LINK!



UNHEARD
voices of climate change

 **Active
Philanthropy**

sponsors
  



VIDEO GS

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BRANDING

BRAND PROMISE

to inspire a better future for all;
one girl, one woman
and one foundation
at a time

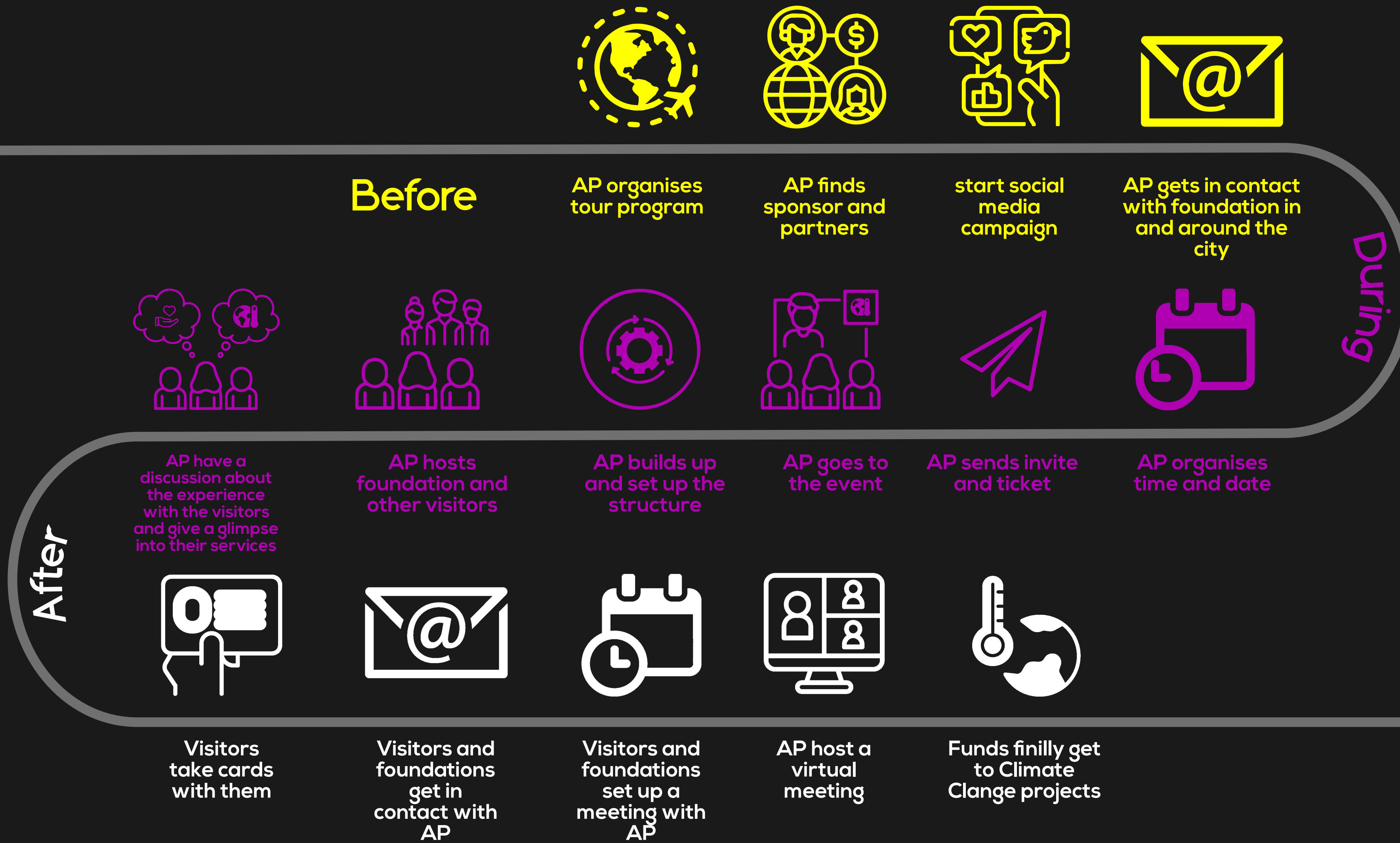
BRAND VALUES

- Gender equality
- Inclusivity
- Sustainability

LOGO MEANING



SCENARIO



OUR JOURNEY



Research

Desk research
Interviews
Surveys
Cultural Probes
Hypothesis
HMW

1



Ideation

World Cafe
Walt Disney Method
Idea Napkin
Clear Idea

3



Testing

Testing with Peers & Clients
Testing with Experts
Critical Function Testing
Testing Analysis

5

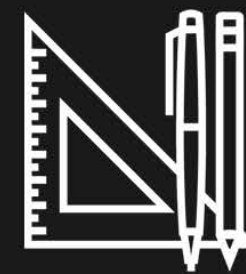


2

Synthesis

Research Insights
System Mapping
Opportunity Fields
Personas

4



Prototyping

User Journey
Service Blueprint
Digital Prototype
High Fidelity Prototype
Low Fidelity Prototype
Brand Identity

6



Implementation

Implementation Strategies
Business Model Canvas
Roadmap

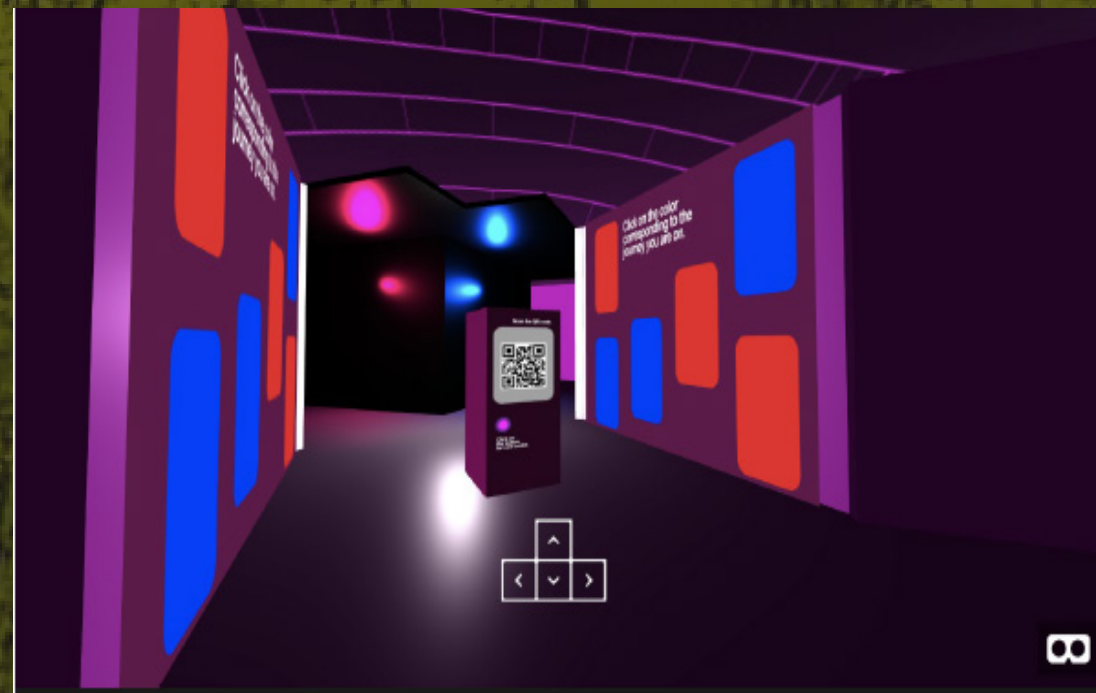
WE ARE HERE

here are the insights we gained during the prototyping and testing phase

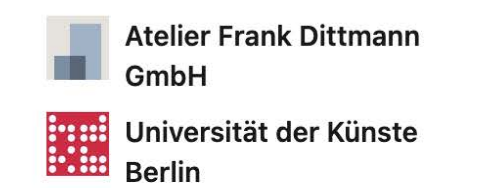
- touring experience
- not to go digital anymore
- relocating the mixed interaction to the end of the journey
- to avoid gender stereotypes we introduced real life stories



Esther-Marie Merz · 3rd
Communications Manager
Berlin, Berlin, Germany · [Contact info](#)



Frank Dittmann (Architekt und Szenograf) · 3rd
be frank
Zurich, Zurich, Switzerland · [Contact info](#)



ROAD AHEAD



Team

Exhibition Designer
Interior Designer

Exhibition Designer
Interior Designer

Designer
Active Philanthropy
Laborer

Active Philanthropy



Milestone

Architectural drawings of the exhibition (modular setup)

Sourcing the materials for the exhibition

Set up a prototype at Active Philanthropy

finalise the content and stories

Train and organise a host with an agenda



Active Philanthropy

Active Philanthropy
Social Media Agency



Create a Tour Program

Plan and execute the traveling logistics

organisers conventions and event organizers

Finding sponsors

Run a social media campaign for marketing



Active Philanthropy

Active Philanthropy
Laborer

Active Philanthropy



Finalise the target foundations and contact them

Going to the event and setting up the exhibition

Group discussion with participants after the exhibition experience about cobenefits, gender equity and climate change

Follow-up with foundations after the experience to gain insights

SUSTAINABILITY IMPACT

- recycled materials
- repurposed products
- light weight materials (for lower transportation cost and reduced carbon footprint)
- modular construction, flat pack



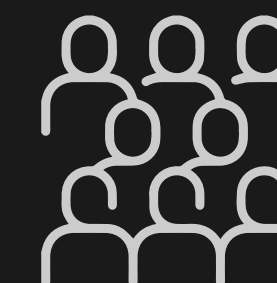
ELEMENTS FROM BUSINESS MODEL



COST STRUCTURE



KEY PARTNERS



CUSTOMERS

One time cost:	
Materials:	~250 € /m2
Architectural proposal:	~55,000 €
Content creation(audio, visuals etc):	~ 10,000 €
Total one time cost ;	~77,500 €
Recurring cost:	
Rental & approvals:	~175 € /m2
Construction:	~280 € /m2
Stand in stand: Media, lighting, furniture & maintenance:	~200 € /m2
Marketing:	~2000 €
Transportation: Varies depending on the venue	
Total recurring cost :	~40,000

- Transportation partners- like DHL (with green and sustainable ways of transportation)
- Content from foundations/ organisations like Project Drawdown
- Collaboration with other organisations for sponsorship titles

- Foundations
- Corporates
- Individuals
- Other NGOs that work on gender equality and climate change

POTENTIAL SPONSORS



PROJECT
DRAWDOWN

WE
DO



MALALA.
FUND

1million
women

GIRL
RISING



INTERNATIONAL TOUR

Potential Tour Program for 2023



DIGITAL NEXT STEPS

Plan B Details (Digital Version)

WebVR

Virtual Reality experience using a browser that can be plugged into existing AP website

Road Ahead:

Outsource the development and marketing segments to a web development agency
Research ways to closely emulate the immersive experience from the physical version

Technology involved:

Front end : Aframe, HTML, CSS, Javascript
Back end : A robust DBMS system like MySQL, PHP
Analytics : Google Analytics or Microsoft Clarity

Resources and cost:

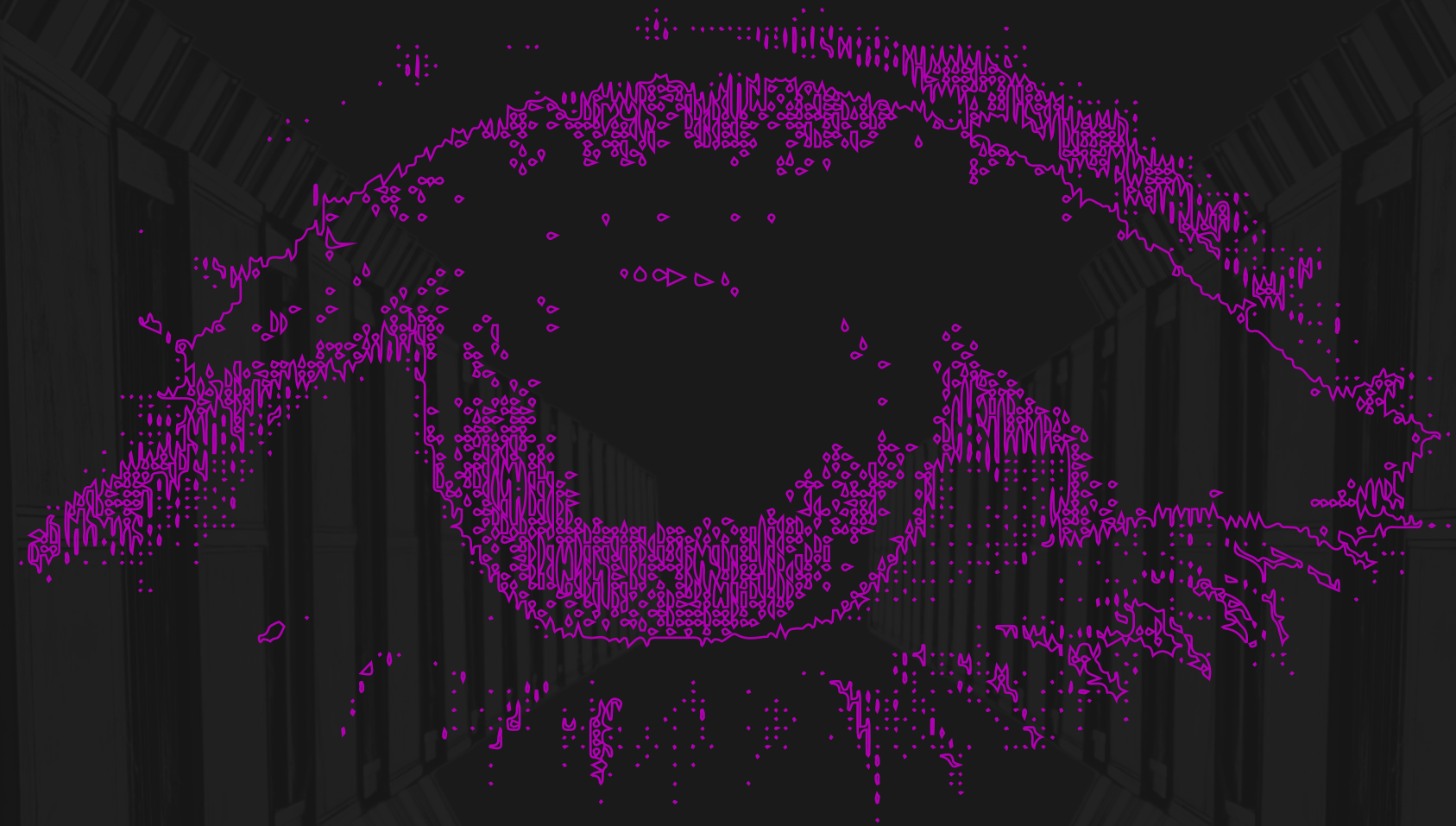
Web based semi immersive VR - ~300 Hours of development time to build backend system - ~100 Hours of development time Continued maintenance and T support Additional server capacity to host the website

Marketing:

Ads in online/Social Media platforms



WHAT NOW?



Look under your chair



WHAT NOW?

SUMA
FROM NEPAL



TESSA
FROM AUSTRALIA



SCAN ME

TO FIND OUT MORE ABOUT
SUMA'S STORY



SCAN ME

TO FIND OUT MORE ABOUT
TESSA'S WORK

THANK YOU



TO VIEW THE FLY THROUGH OF THE GLOBAL NORTH EXPERIENCE



TO VIEW THE FLY THROUGH OF THE GLOBAL SOUTH EXPERIENCE