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# Design Brief

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## Background

It has been clear for some time that, without decisive large-scale action, our planet is headed for environmental catastrophe through climate change, polluted air and water, famine, and drought. But the very size of the problems we face can keep us from engaging with them effectively. In addition to widespread denial, we must deal with despair, inertia, and an inability to know where to begin.

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## Context

The United Nations has set forth 17 sustainable development goals to achieve a better and more sustainable world by 2030. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace and justice.

- 1. No Poverty:** Donate what you don't use.
- 2. Zero Hunger:** Waste less food and support local farmers.
- 3. Good Health and Well-being:** Vaccinate your family.
- 4. Quality Education:** Help educate the children in your community.
- 5. Gender Equality:** Empower women and girls and ensure their equal rights.
- 6. Clean Water & Sanitation:** Avoid wasting water and address global water scarcity.
- 7. Affordable & Clean Energy:** Use only energy-efficient appliances and light bulbs.
- 8. Decent Work & Economic Growth:** Create job opportunities for youth.
- 9. Industry, Innovation, and Infrastructure:** Fund basic infrastructure projects.
- 10. Reduced Inequalities:** Support the marginalized and disadvantaged.
- 11. Sustainable Cities and Communities:** Bike, walk, or use public transportation.
- 12. Responsible Consumption and Production:** Recycle paper, plastic, glass, and aluminum.
- 13. Climate Action:** Act now to stop global warming.
- 14. Life Below Water:** Avoid plastic bags and keep the oceans clean.
- 15. Life On Land:** Plant a tree and help protect the environment.
- 16. Peace, Justice, and Strong Institutions:** Stand up for human rights.
- 17. Partnerships:** Lobby your government to boost development spending.

You can read about the goals in detail at [\*\*here\*\*](#).

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## Task

Pick one of the above goals and design a piece of communication to spur action toward that goal. The project should focus on strategies for overcoming inertia: hopelessness, issue fatigue, learned helplessness, panic. They should investigate ways to get people moving, engaging, and working toward meaningful systemic change. Ideally they would avoid the usual: dramatizations of already-quite-sufficiently-dramatic problems, vague declarations of love for the earth. Calls to action should be central to each piece, and those calls should be specific and actionable.

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## Deliverables

This brief is about letting you show what you can do within a loose creative framework. Your application will be judged both on your idea and on the quality of your execution. You should approach this brief using whatever media you feel best showcases your talents. Choose one deliverable from the list below to promote your chosen sustainability goal:

Double-sided A2 poster

8-page booklet

Set of shareable social media assets

30-second moving image piece

Website

App

Another tool or tactic of your invention