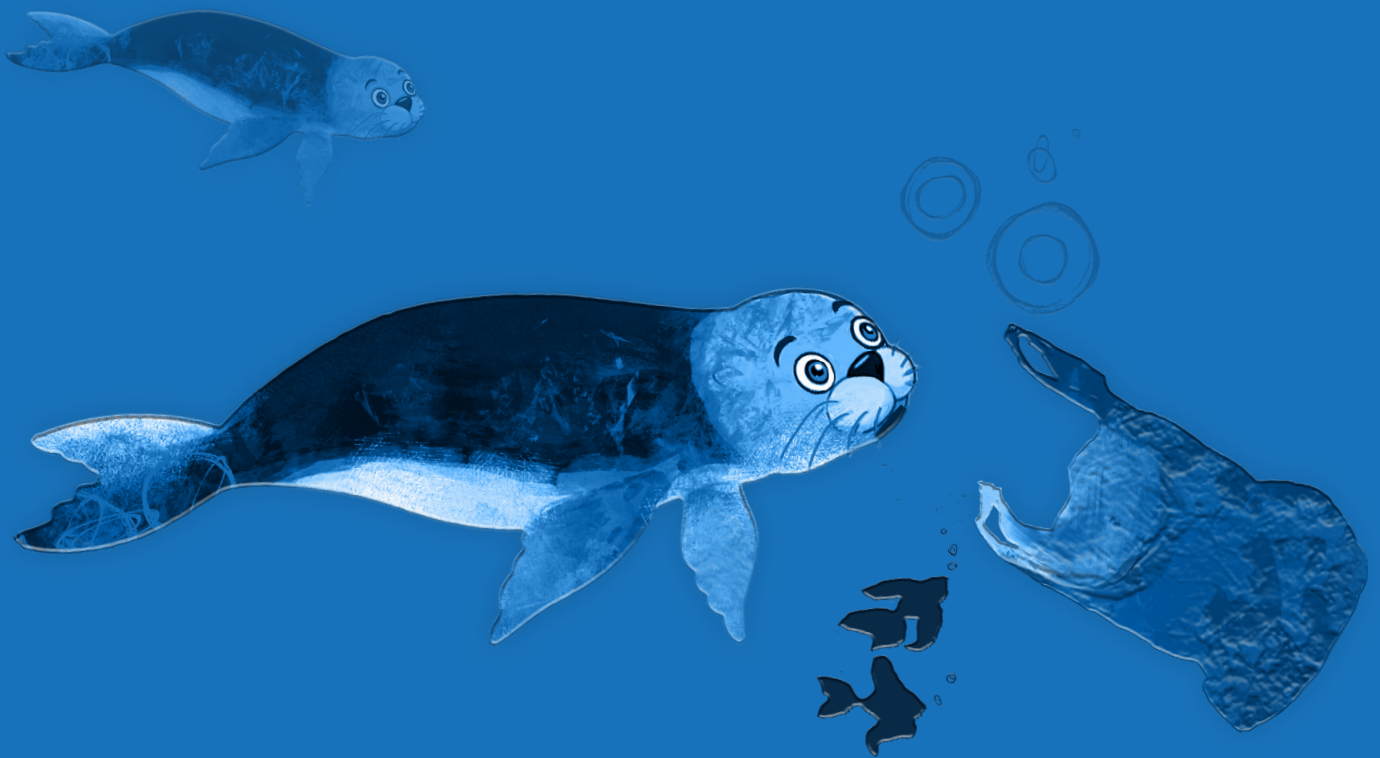


MMD Report



1st Semester Exam Project
Multimedia Design, Business Academy of Southwest
Daria Antonescu, Karolina Martinkova, Mihaela Svetoslavova



Title page

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Authors & signatures	Daria Antonescu, Karolina Martinkova, Mihaela Svetoslavova
Supervisors names	Line Weiland Høj, Kristian Wittrup Nielsen, Kim Duus Thøisen, Henriette Skovborg Andersen
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Preface

For the 1st semester exam project, students enrolled in the Multimedia Design BA program at Business Academy Southwest are required to deliver a report, style guide, responsive website and various graphical elements. This report shows the efforts and outcomes of our team consisting of Daria Antonescu, Karolina Martinkova and Mihaela Svetoslavova during the creation of a promotional campaign aimed at creating awareness and convincing people to sign the Global Plastic Treaty. The campaign's goal was to highlight the critical issue of plastic pollution and the necessity of global action in mitigating its impact.

Our team attended the introductory and feedback sessions to gain in-depth knowledge about the topic and the project. Through these sessions, we gained insights into the significance of signing the Global Plastic Treaty and the project requirements. As part of the campaign, we designed a responsive website, a set of graphic elements including a logo, poster, some posts and a style guide that ensures we effectively communicate our message.

We would like to seize this opportunity and thank the Greenpeace representative for the passionate introductory presentation and valuable insights shared with us during the initial stage of the project. His expertise and passion were inspiring in shaping our understanding of the issue. Moreover, we would also wish to express our gratitude to the Multimedia Design supervisors who have wisely guided us throughout these challenging yet enriching project weeks.

We genuinely hope you will enjoy and appreciate reading our 1st semester exam project as we collectively strive toward a sustainable future.

Yours sincerely,

Daria Antonescu

Karolina Martinkova

Mihaela Svetoslavova

Abstract

Title: Our Planet Free of Plastic, Global Plastic Treaty Campaign

Authors: Daria Antonescu, Karolina Martinkova, Mihaela Svetoslavova

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This report includes a theoretical documentation of our team's work on the promotional campaign for the Global Plastic Treaty with the purpose of informing, creating awareness and encouraging people to sign the treaty. The project was guided by the following research question:

"How might we create a promotional campaign that effectively informs and engages the target audience to sign the Global Plastic Treaty?"

Research methods included conducting a survey shared in environmentally focused Facebook groups and interviews to understand the target audience's behaviors. The team also analyzed existing campaigns by WWF, #Break-FreeFromPlastic, and Greenpeace for inspiration. Tools like the Affinity map and empathy map helped identify user needs and pain points, while user personas and content modeling structured the information for digital platforms.

The project followed the Double Diamond framework, which guided the design through Discovery, Definition, Development, and Delivery phases. Deliverables included a responsive website, style guide, logo, poster, and some posts.

The team developed skills in design thinking, content modeling, and digital design tools, which were essential to producing quality work. Recommendations for future campaigns include using real stories from people affected by plastic pollution to further create emotional connections and increasing the use of graphical elements on some platforms.

This project showed us the role of design in addressing global challenges and promoting action on critical issues like plastic waste.

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1. Introduction

On the 22nd of November students from the Multimedia Design course were introduced to their 1st semester exam project. The session started with an informative presentation by a representative from Greenpeace, an international environmental organization, who addressed the urgent issue of plastic pollution.

The presentation focused on Unilever's false promises of reducing plastic use, using the example of Dove's campaign and brand image. We watched a powerful video that showed the stories of women who felt betrayed by Dove's claims of inclusivity and sustainability, only to learn about the brand's ongoing use of single-use sachets in low-income communities that do not have access to proper recycling facilities.

The contrast between Dove's messages and actions was deeply touching. The representative of Greenpeace also revealed shocking facts about the presence of microplastics in the human body, including their presence in mother's milk passed to babies. This left many students stunned and showed the need for systemic change in how plastics are produced and managed.



Figure 1. Dove-branded plastic on a beach showing the disconnect between corporate sustainability promises and the environmental realities. cc: Ria Kakkad

Later, we found out that our project consists of making a promotional campaign for the Global Plastic Treaty with **the goal of informing, creating awareness and making people sign the treaty**. Inspired Greenpeace's passionate presentation, we decided as a team to design a campaign that could inspire change and support the transition to a world free of plastics. Therefore, as a multimedia design team, we developed a responsive website, a style guide, a video and other graphics (logo, poster, some posts) while ensuring a cohesive visual identity of the campaign. To build trustworthiness with the target group we created a brand called **"Our Planet Free of Plastic"**. Through this brand, the message of a sustainable future that aligns with the treaty's objectives is reinforced.

Through the process we worked within the Double Diamond framework which helped structure thoughts and enhanced the creative journey. It also made it easier to have an overview and keep track of which phase the project is currently at.

This report documents our creative journey, from initial research to delivery and provides an analysis of our processes and the outcomes of each stage.

1.1 Problem description

Plastic pollution has become one of the most urgent environmental challenges of our time. Each year, millions of tons of plastic waste are produced, much of which ends up polluting our ecosystems, particularly the oceans. This waste threatens marine life, disrupts habitats, and contributes to the global climate crisis. Despite growing awareness, several factors—including the widespread use of single-use plastics, inadequate waste management systems, and insufficient recycling initiatives have exacerbated the problem.

Our Planet Free of Plastic seeks to address the root causes of plastic pollution by promoting sustainable practices, raising public awareness, and advocating for systemic changes. The mission is to inspire action at all levels, from individual behavior changes to corporate and governmental policy reforms. By emphasizing education, innovation, and collective responsibility, we aim to foster a society that prioritizes sustainability and reduces reliance on plastics.

A key focus of our campaign is the Global Plastic Treaty, which aims to end plastic pollution by 2040 through a circular economy. This vision emphasizes responsible management of plastics at every stage: production, use, and disposal, leading to a climate-neutral plastics industry.

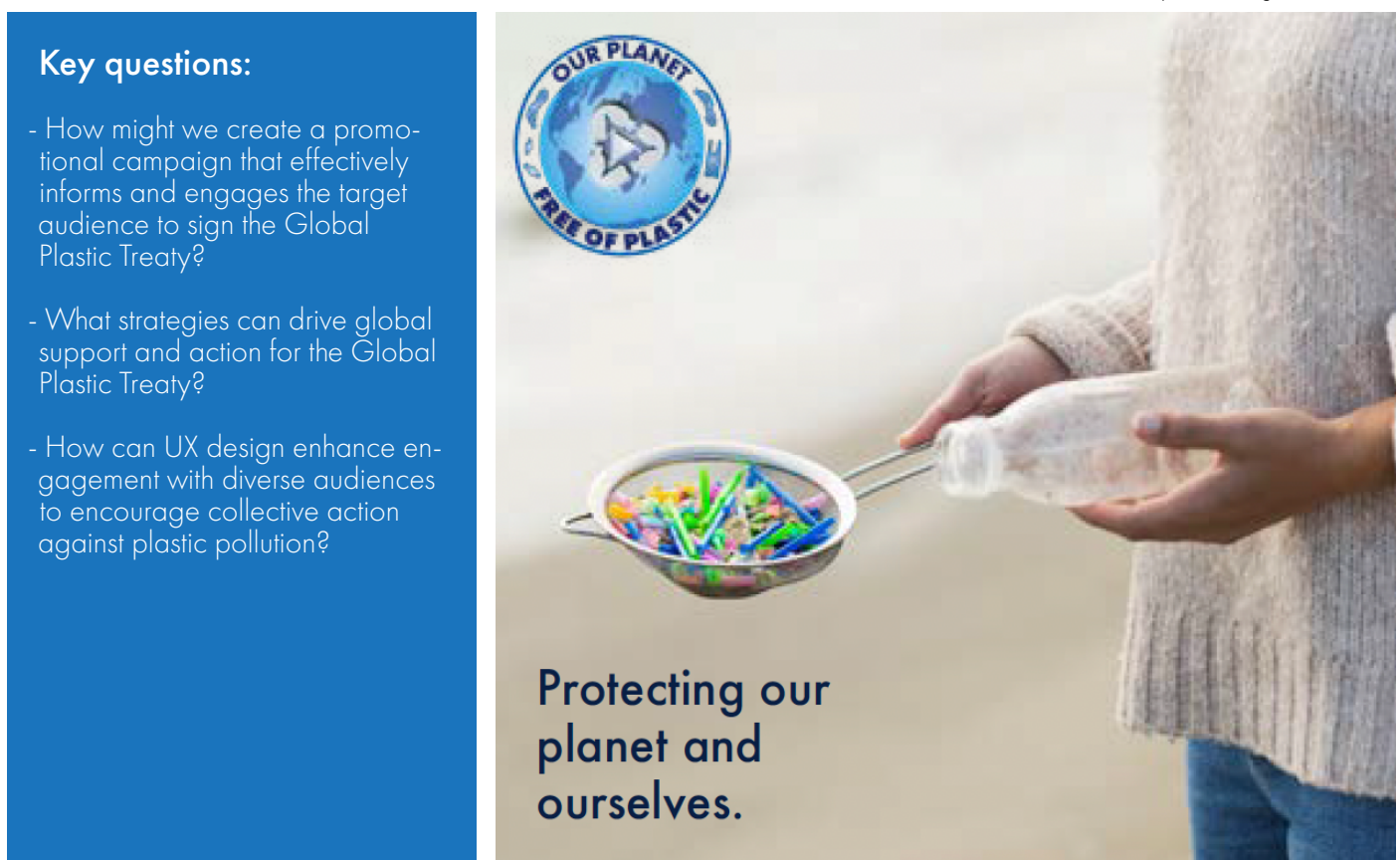
To develop an effective and impactful campaign, we conducted user experience (UX) research using tools such as affinity mapping, empathy mapping, surveys, and customer journey mapping. Interviews informed the creation of personas that align with our campaign goals and problem-solving strategies.

Key Questions:

- **How might we create a promotional campaign that effectively informs and engages the target audience to sign the Global Plastic Treaty?**
- **What strategies can drive global support and action for the Global Plastic Treaty?**
- **How can UX design enhance engagement with diverse audiences to encourage collective action against plastic pollution?**

These questions guided our campaign development, ensuring our solutions are user-focused and impactful. By grounding our work in research and design thinking, we aim to empower individuals, communities, and organizations to take collective action against plastic pollution and sign the Global Plastic Treaty.

Figure 2. Our Planet Free of Plastic some post reflecting the mission



1.2 Research question

The research question serves as the foundation for this project, guiding our creative journey and decision-making throughout the campaign development process. It builds on the insights gathered during the problem description and analysis phases and narrows the focus to a specific question.

“How might we create a promotional campaign that effectively informs and engages the target audience to sign the Global Plastic Treaty?”

This question reflects the main goal of the project: addressing the urgent challenge of plastic pollution by driving public awareness and support for systemic change. It includes the following aspects:

- **Target audience engagement:** Understanding the needs, preferences, and motivations of diverse audiences to design compelling and accessible content.
- **Informative content:** Communicating the goals and urgency of the Global Plastic Treaty in a way that resonates with the target group.
- **Call to action:** Inspiring actionable support, such as signing the treaty, while fostering trust in its vision for a world free of plastic pollution.

To answer this research question, we used methodologies such as user experience (UX) research, affinity mapping, empathy mapping, surveys, and interviews. These tools enabled us to develop personas, identify pain points, and map user journeys that directly informed our campaign strategies.

By structuring the campaign around this central question, we ensured that our efforts remained focused and coherent, driving meaningful outcomes that align with the treaty’s mission. This report elaborates on the findings and reflects on the effectiveness of the methodologies used to address this challenge.

1.3 Scope and delimitations

The coverage of this study focuses on designing a promotional campaign to raise awareness about plastic pollution and encourage public support for the Global Plastic Treaty. The study consists of developing a cohesive multimedia campaign, including a responsive website, a style guide, promotional video content, and graphic assets such as logos, posters, and social media posts. By centering the campaign around the Global Plastic Treaty’s mission to end plastic pollution by 2040, the study aims to address the root causes of the problem and promote sustainable practices through targeted messaging and impactful design.

While the scope of this study addresses several aspects of plastic pollution, the researchers limited this research to the communication and engagement strategies required to promote the treaty. The study does not cover the scientific or technical aspects of plastic waste management, such as innovations in recycling technologies. Additionally, the study does not directly address policy development or negotiations related to the treaty itself, focusing instead on public awareness and behavioral change.

This specific focus is relevant because effective communication is essential to building trust, inspiring action, and collective responsibility for systemic change. By narrowing the study to campaign design and audience engagement, the project shows a detailed and actionable exploration of how to promote the Global Plastic Treaty’s impact through multimedia design strategies.

2. Main section

To design an effective and impactful campaign, we conducted user experience (UX) research, using tools such as affinity mapping, empathy mapping, surveys and customer journey mapping. We conducted interviews which helped us create personas that fit our campaign and solutions to the problem. By starting our campaign in UX research, we aimed to develop solutions that resonate with diverse audiences and drive meaningful change. Our ultimate goal is to empower individuals, communities, and organizations to take collective action against plastic pollution and cover the way for a cleaner, healthier planet.

2.1 Online survey

For the UX research, an online survey with 18 questions was developed. One was in English and later on also one in Danish language. We got over 50 responders. This approach enabled our team to conduct a more in-depth exploration of the target audience. Insights in the following areas needed to be gained:

- Demographic information such as age
- Motivation for signing petitions
- Trusted sources for plastic pollution information
- Interest in supporting the Global Plastic Treaty
- Desired content and suggestions

These insights were valuable for optimizing the website's content, features, and usability to better serve the needs of the chosen target audience. The full survey be found in **Appendix 1: Target audience - Online Survey**.

Here are some of the most important questions and answers:

Questions	Answers
What is your age group?	59.2% - 18-24 18.4% - 25-34 6% - 45-54
Have you heard about the Global Plastic Treaty?	59.2% - No 40.8% - Yes
What about plastic pollution concerns you the most? (multiple choice question)	79.6% - Marine animals affected 63.3% - Microplastics in the human body 55.1%- Drinking water poisoning 52.1%- Coral reefs dying
If you were to support the Global Plastic Treaty, what would convince you the most?	75.5% - Clear evidence of benefits to the environment 36.7%- Economic benefits of reducing plastic use 34.7%- Support from trusted organizations 12.2%- Success stories from global initiatives
From a series of images, chose the ones that have the highest impact on you.	83.7% - Photo of a seal with a plastic bag wrapped around her head 57.1%- Kid surrounded by plastic waste

2.2 Online survey - findings

Most respondents were 18-24 years old. 59.2% of our respondents have heard about the Global Plastic Treaty before. They mostly get their information about the plastic pollution on the internet- social media, news and peers. Respondents are mostly scared about marine life being affected by plastic pollution and secondly the microplastic and nanoplastics entering the human body.

Respondents feel the need to see clear evidence about the harmful impact of plastic pollution and also the economic benefits of reducing plastic waste to sign the Global plastic treaty and potentially other petitions. When it came to the evidence, we provided a series of images of the effects of plastic pollution. The respondents' primary concerns about plastic pollution included its impact on marine life and the infiltration of microplastics and nanoplastics into the human body.

Respondents were also clear on which images were the most concerning. The most concerning and touching image they picked was an image of a turtle and a seal choking on a plastic bag. Second most voted picture was an image of a seal stuck in plastic waste. Third one was an image of a decaying bird with plastic contents in its body. And the fourth image was an image of two young children surrounded by plastic.

All of the answers gave us a pretty good idea about what is touching for people. It is marine life and other animals being affected by plastic pollution and its people/kids. People need to see the harmful impact. That's why we chose to use drastic images of the impact of plastic pollution to drive awareness and inspire action.

From this series of images, chose images that have the highest impact on you. ★
(we don't own rights for any of these pictures)

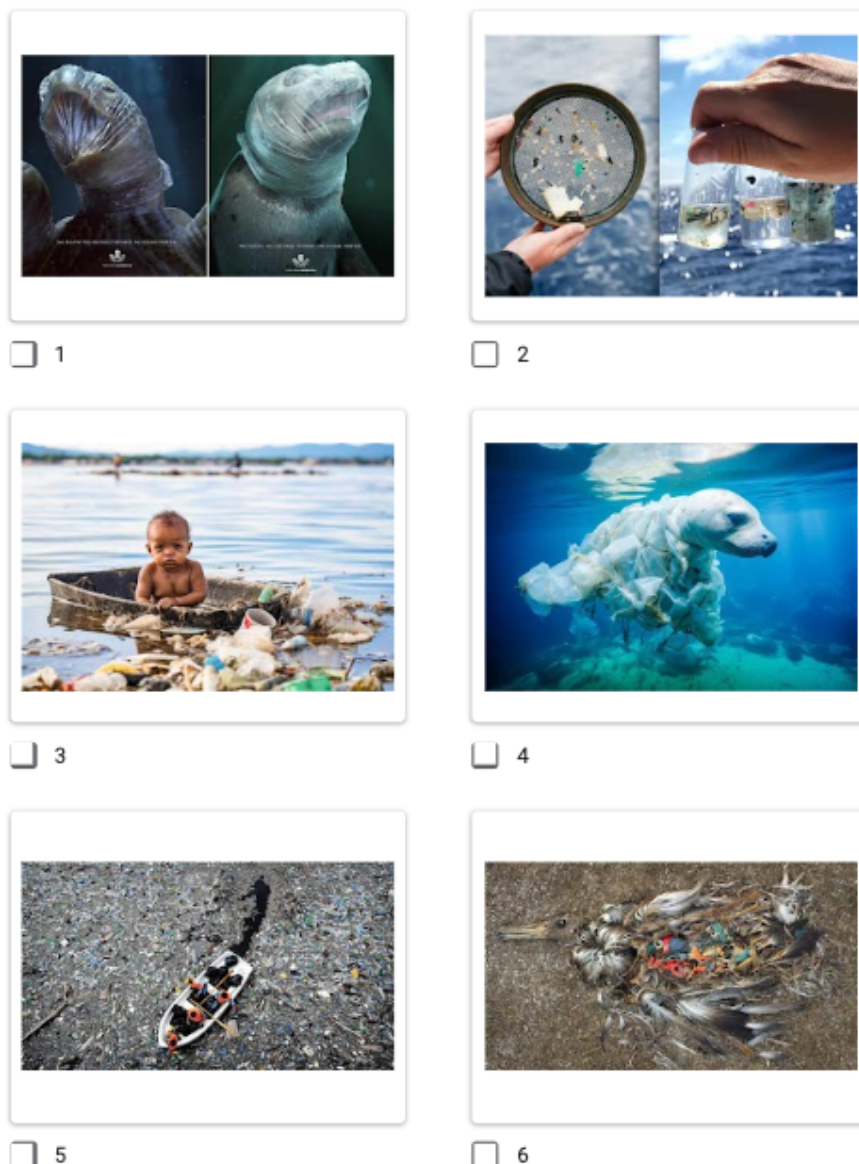


Figure 3. A screenshot of the survey question where respondents were asked to select the images they found most concerning regarding plastic pollution. This question was asked to understand which visual representations of the issue resonate most deeply with the target group, providing insights for shaping the campaign's visual design.

2.3 Interviews

The interviews provided valuable insights that can be applied to the campaign for the Global Plastic Treaty by highlighting the shared concerns, frustrations, and motivations of individuals regarding plastic pollution. These insights guided the development of messaging, visuals, and content to make the campaign relatable, impactful, and action-driven.

Emphasizing the global scale of the problem

All interviews highlight the growing concern about plastic pollution and its harmful effects on the environment, marine life, and society. Some interviewees describe the global scale of the problem, emphasizing that plastic pollution is not confined to any single region but affects the oceans, which distribute waste across borders. They believe that while individuals can make some difference, the scale of the problem requires action from corporations and governments to enact systemic change.

Overall, the interviewees' recognition of plastic pollution as a global issue affecting oceans and crossing borders aligns with the goals of the Global Plastic Treaty. Thus, the campaign can use this perspective to stress the interconnectedness of the problem, emphasizing that collaborative efforts are essential to address it. For example, visuals or animations showing plastic waste affecting oceans can illustrate the global nature of the crisis.

The need for systemic change

A recurring theme is the belief that individual efforts, while commendable, are insufficient without corporate and governmental action. The campaign can leverage this sentiment to call for systemic change.

The interviewees also express frustration with the limited impact of personal efforts, noting that plastic waste is often burned in Denmark, where they live. They advocate for corporate responsibility and government intervention to reduce plastic use and waste, particularly through the development of alternatives like bamboo packaging.

Other interviewees share similar concerns but emphasize the urgency of radical solutions. They believe that the current response to plastic pollution is insufficient and that large-scale action is needed to make a significant impact. They practice sustainability through actions like recycling, using tote bags, and picking up plastic litter when they encounter it in nature. The interviewee also participates in local clean-up initiatives and expresses frustration at the pervasive use of plastic in everyday life. They propose that companies should face higher taxes and fees for using non-eco-friendly materials and should be incentivized to adopt alternatives. Their motivation to act is driven by a deep love for nature and a desire to protect the environment for future generations.

All interviewees agree on the importance of government and corporate involvement in tackling plastic pollution. They also recognize the challenges posed by the widespread availability of plastic and the need for viable alternatives. The interviews reflect a sense of frustration and urgency, with both individuals advocating for more substantial changes to address the global plastic crisis.

Calls to action

The sense of frustration and urgency expressed by interviewees highlights the need for bold, radical solutions. The campaign can amplify these sentiments to push for action.

- **Calls to action:** Incorporating phrases like "Sign the Treaty" or "Join the movement to end plastic pollution" can channel this urgency into tangible actions, such as signing the treaty or joining clean-up initiatives.
- **Community involvement:** Featuring local initiatives and individuals' efforts can inspire others and make the campaign relatable.

The interview questions can be found in **Appendix 2: Interview questions**.

2.4 Affinity map

This research method enabled us to identify key insights into the causes and impacts of plastic pollution, as well as potential solutions and strategies for engagement. Through brainstorming and clustering related ideas, we categorized our findings into five main areas: **causes, impacts, solutions, stakeholders, and campaign strategies**. This structured approach allowed us to explore the interconnections between these elements and prioritize areas where intervention can create the most significant impact.

The affinity mapping method discovered precious insights into personal behaviors, emotions, and demanding situations, assisting us to recognize our audiences adventure in addressing plastic pollution.

Participants expressed shock and sadness upon discovering the scale of plastic pollution. Many were unaware of the long-lasting impact of plastic waste and how individual behaviors contribute to the problem. However, some faced barriers, such as conflicting information and lack of trustworthy resources, highlighting the need for simplified, credible content.

Users showed a strong desire for actionable guidance, such as affordable alternatives to plastic and step-by-step tips for sustainable living. Workshops, videos, and relatable success stories were identified as effective methods to educate and inspire action. However, skepticism about the effectiveness of recycling and the higher cost of eco-friendly products posed significant hurdles.

Interactive challenges, measurable outcomes, and community involvement were key drivers of user participation. While many reported adopting reusable items or joining clean-up events, challenges like habit change, inconvenience, and lack of affordable options limited consistent engagement.

Participants felt proud of their contributions but needed ongoing support to sustain their eco-friendly practices. Long-term motivators included progress tracking, recognition, and community-building efforts. Leadership efforts such as organizing events and sharing personal stories—demonstrated participants' commitment to spreading the campaign's message. However, they required templates, tools, and resources to scale their impact.

Conclusion

The affinity map highlights opportunities to enhance the campaign by addressing barriers, fostering community, and providing resources for long-term change. By leveraging these insights, we can create a more impactful campaign that empowers individuals and inspires collective action against plastic pollution.



Figure 4. Affinity map. The findings are categorized into five main areas: impact, causes, strategies, solution, stakeholders.

2.5 Empathy map

Hears and Sees

The audience is regularly exposed to messages about plastic pollution through various channels, including environmental campaigns on the internet, social media, and the news. They hear warnings from activists, influencers, and their peers about the harmful effects of plastic waste on ecosystems and wildlife. Visually, they encounter plastic litter in their communities, images of polluted oceans, and impactful content showing wildlife affected by plastic, often reinforcing their concern about the issue.

Says and Does

The audience often desires to make a difference but acknowledges the challenges of avoiding plastic in daily life. They actively take steps like using reusable products, participating in community clean-ups, and sharing environmental content online. However, their efforts are sometimes inconsistent due to convenience, cost, or lack of alternatives.

Thinks and Feels

They have big doubts about the effectiveness of individual efforts, leading to feelings of frustration and guilt. Despite this, there is a sense of hope that collective actions can make a meaningful change. Anxiety about environmental problems and empathy for affected wildlife further fuel their motivation.

Pains and Gains

The audience's main challenges include a lack of convenient, affordable eco-friendly alternatives and confusion about recycling processes. They feel overwhelmed by the problem's scale and concerned about the future. However, they seek empowerment through small, achievable actions and hope to inspire others. They desire a cleaner planet and are motivated by the prospect of being part of a larger movement against plastic pollution.

This empathy map highlights the importance of crafting a campaign that offers practical solutions, clear calls to action, and positive reinforcement to engage and motivate the audience effectively.

Conclusion

In conclusion, this empathy map shows the complexity of the audience's relationship with plastic pollution. While they are highly aware of the issue and emotionally invested in making a difference, they face practical and systemic barriers that often make them frustrated. To engage this audience effectively, campaigns must bridge the gap between awareness and action by providing accessible, affordable, and practical solutions.

By emphasizing small, achievable steps and celebrating collective impact, such campaigns might take away feelings of frustration and guilt while reinforcing a sense of agency and hope. Encouraging empathy-driven actions, showcasing relatable success stories, and fostering a sense of community around environmental stewardship can further motivate this audience to sustain their efforts toward a cleaner planet.

The empathy map visual can be found in **Appendix 3: Empathy map**.

2.6 Customer journey map

The customer journey map for a campaign against plastic pollution provides a clear view of how individuals progress through the stages of awareness, consideration, engagement, empowerment, and leadership as they become active participants in reducing plastic waste. Each stage highlights distinct challenges and opportunities for creating impactful change and fostering sustainable behaviors.

Awareness: Discovering the issue

In the Awareness stage, individuals first encounter the issue of plastic pollution through powerful images and stories, often shared through media campaigns or personal experiences. This stage is marked by emotional responses, including shock, guilt, and curiosity. The overwhelming nature of the problem and the uncertainty about one's role in addressing it are common reactions. To effectively engage users in this stage, campaigns must present clear, relatable messages and provide accessible, easily digestible information that connects the issue to people's daily lives. Emotional storytelling, combined with facts about the global impact of plastic pollution, can increase awareness and motivate the audience to learn more.

Consideration: Understanding solutions

In the Consideration phase, users begin exploring practical solutions for reducing their plastic footprint. At this stage, individuals seek affordable, simple alternatives to plastic, along with credible information on how to live more sustainably. However, skepticism around the effectiveness of recycling and the perceived cost of eco-friendly products may act as barriers. To overcome these obstacles, campaigns must provide practical, low-cost solutions and debunk myths surrounding sustainability practices. Offering clear, actionable tips and easily accessible tools can help bridge the gap between awareness and actual behavior change.

Engagement: Taking action

As individuals move into the Engagement stage, they start adopting sustainable practices, such as using reusable items or participating in local clean-up efforts. This phase sees increased involvement, where users feel motivated to make a tangible impact. Interactive elements, such as challenges, gamified tools, or social media campaigns, can drive further engagement. However, challenges like convenience and cost still play a significant role in limiting consistent participation. Campaigns must address these barriers by offering convenience-driven solutions, such as reusable items that are easy to carry and use, or promoting partnerships with businesses offering discounts for sustainable practices.

Empowerment: Sustaining the change

In the Empowerment stage, committed individuals aim to turn sustainable habits into permanent lifestyle changes. These users seek progress tracking tools, regular encouragement, and recognition from the community. Campaigns should focus on creating a supportive environment where people feel empowered to sustain their efforts. Regular communication, rewards for milestones, and community recognition can maintain momentum and encourage long-term participation.

Leadership: Inspiring others

The final stage, Leadership, sees individuals who have fully embraced sustainability becoming advocates for the cause. These users take on leadership roles, organizing local initiatives and spreading awareness within their communities. At this point, campaigns should provide resources like templates for local events, leadership training, and public recognition to help these advocates scale their impact. Recognizing their efforts is crucial, because people want to feel that what they do matters and the efforts are seen. We added a sign up part to our webpage, so people can organize a clean up, join a workshop or Advocate for change.

The customer journey map visual can be found in **Appendix 4: Customer journey map**.

2.7 Personas

Based on the combination of interview and survey answers and desk research, two user personas were created.

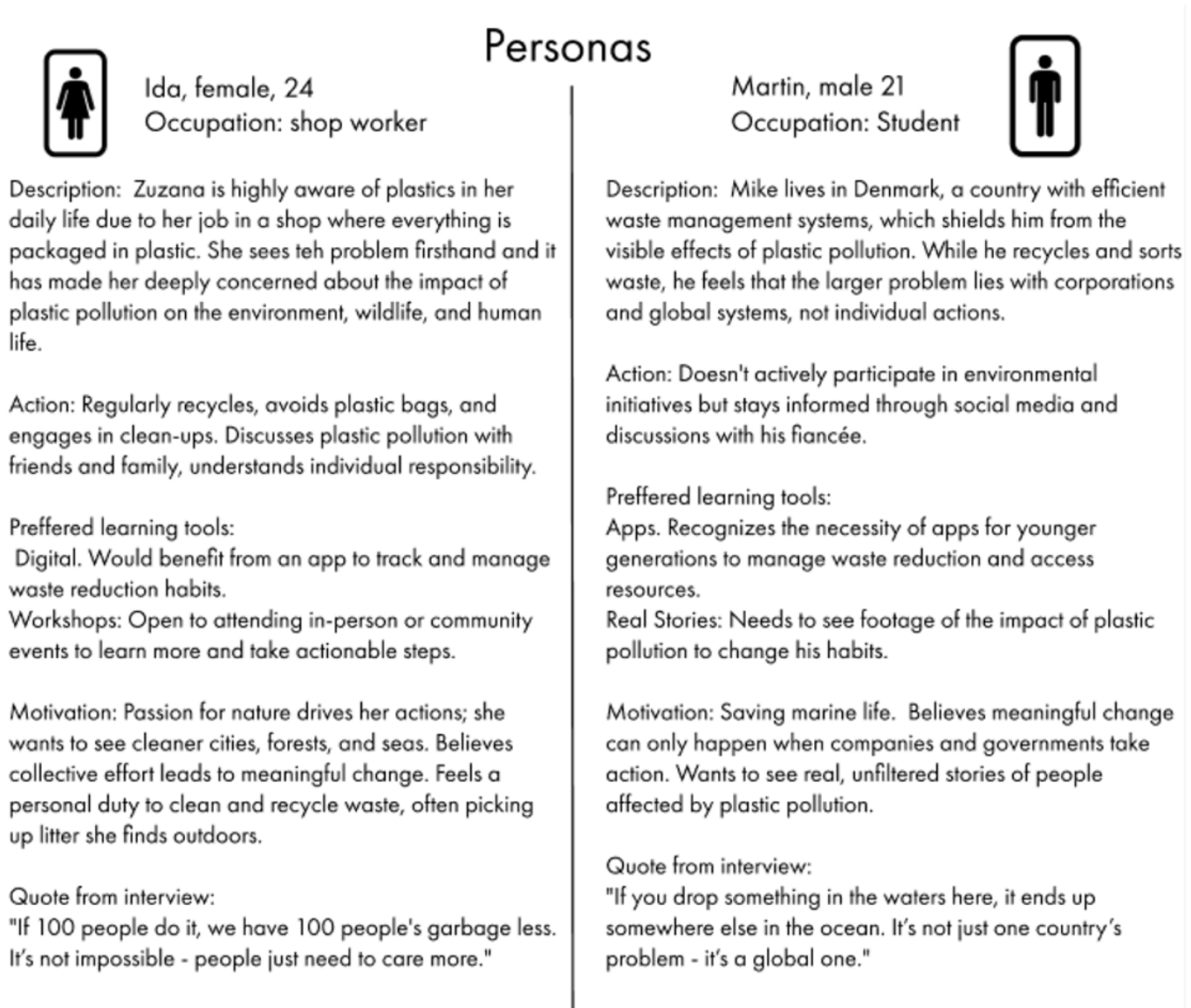


Figure 5. User personas

2.8 Final thoughts on UX research

Plastic pollution is a pressing environmental crisis that requires urgent action on multiple fronts. Through our user experience (UX) research, we sought to understand the attitudes, motivations, and barriers of individuals when it comes to combating this issue. The insights gathered from surveys, interviews, affinity mapping, empathy mapping, and customer journey mapping provide a comprehensive view of how people engage with the problem of plastic waste and how campaigns can be designed to foster meaningful and lasting change.

The research highlighted a significant sense of concern and urgency among the public regarding plastic pollution, particularly its detrimental effects on marine life, ecosystems, and the climate. While many individuals are aware of the issue, they are often frustrated by the perceived ineffectiveness of personal actions in addressing the problem. The vast scale of plastic pollution and the complexity of the issue, compounded by limited recycling infrastructure and the widespread availability of plastic, often leave people feeling helpless. However, despite these challenges, there is a strong desire to take action and contribute to the solution, especially when they feel that their efforts are part of a larger movement. This sense of community and collective responsibility is a critical motivator for continued participation in anti-plastic initiatives.

A key insight from the research is the need to bridge the gap between awareness and action. Many individuals, while informed about the issue, struggle to consistently adopt sustainable practices due to factors such as convenience, cost, and a lack of reliable information on effective solutions. The skepticism around the effectiveness of recycling and the higher costs of eco-friendly products were identified as major barriers to long-term behavior change. This indicates that campaigns need to offer practical, affordable, and easily accessible alternatives to plastic, along with clear and credible information about their impact. People are looking for simple, actionable steps that fit seamlessly into their daily lives, such as affordable reusable options and step-by-step guides to reducing plastic use.

Additionally, the research revealed that users need continuous support and encouragement to maintain their eco-friendly practices. While many participants expressed a strong desire to contribute to the cause, they also cited feelings of frustration and guilt when faced with obstacles like the widespread use of plastic and the perceived ineffectiveness of their personal efforts. To counter these feelings, campaigns should focus on providing positive reinforcement, such as progress tracking, recognition for milestones, and community-building efforts that celebrate collective achievements. This approach can sustain momentum and help people feel empowered in their ongoing efforts.

Another crucial finding is the importance of leadership development. As individuals progress in their sustainability journey, they begin to take on leadership roles, organizing local initiatives and spreading awareness within their communities. Campaigns must therefore offer tools and resources to help these leaders scale their impact, such as templates for organizing events and training in leadership skills. Recognizing the contributions of these leaders not only helps them feel valued but also inspires others to join the movement.

Ultimately, our research demonstrates that the key to a successful campaign lies in creating a sense of community, providing accessible solutions, and offering ongoing support to sustain behavior change. By addressing the barriers to action and empowering individuals to take leadership roles, campaigns can foster lasting engagement and contribute to the larger goal of reducing plastic pollution. In doing so, we can build a more sustainable future, where plastic waste is minimized, and environmental stewardship becomes a shared responsibility.

2.9 Branding



To support the campaign's goal of encouraging people to sign the Global Plastic Treaty, our team developed a distinct brand identity named **"Our Planet Free of Plastic"**. The reason for this was to create a foundation for building trust, establishing credibility and inspiring action among our target audience.

The design of the brand identity was guided by the insights gained from the survey and interviews, which showed two key factors influencing people's willingness to sign petitions. The first factor was trustworthiness seen as the respondents indicated they were more likely to support a cause if they perceived the brand as trustworthy and professional. The second factor was the need to understand and see the benefits of their actions. In this case, the benefits of signing the petition.

These insights guided our design choices. Therefore, we wanted the logo and brand identity to communicate reliability, trustworthiness and clarity, while also being engaging and authentic, reflecting the brand's dedication to contribute to a world free of plastic. Having these objectives in mind, the process of developing the visual identity began.



Logo Development

The process of developing the logo began with a brainstorming session to identify keywords associated with plastic pollution. These keywords served as a foundation for translating ideas into concrete visuals, ensuring the final design would resonate with the audience.

Define phase logo

The use of **keywords** in the early stages of logo development is supported by branding and design theory, which emphasizes the importance of defining key concepts to ensure that the final design resonates with the target audience. According to Wheeler (2017) in *Designing Brand Identity*, the use of keywords provides a clear framework for translating abstract ideas into tangible visual elements, ensuring the creation of a logo that effectively communicates the brand's purpose and values.

Therefore, the process of developing the logo began with a brainstorming session to identify keywords associated with plastic pollution. We ended up with words like:

Globe, World, Unity, Recycle, Waste, Bags, Bottles, Hands, Degradation, Nature, Plastic Products, Marine Animals, Microplastics.

Upon reflection, the words **Globe, Recycle and Plastic Products** were selected as the most significant due to their connection to the campaign's goal of global unity and action against plastic pollution. Thus, these elements were included in the logo to visually represent the mission and values of the campaign.

In the context of this campaign, the keywords helped shape a visual identity that communicated the urgency of the plastic pollution issue and the need for collective action.

After sketching several options, a clean, circular, youthful logo was selected.

The final logo features a globe that includes the recycle symbol we all know, but this time made with plastic bottles to emphasize the urgency of the issue and the campaign's focus on reducing plastic waste on a global scale. The tagline "Our Planet Free of Plastic" offers a clear, hopeful benefit for engaging with the campaign, aligning with the insights from the survey.

The surrounding icons show commonly found plastic pollutants, such as bags, bottles and packaging, drawing attention to the tangible problem the campaign aims to tackle. The circular layout is a symbol of unity, sustainability and the circular nature of reducing, reusing and recycling plastics.

Figure 6. Hand-drawn sketches with rough outlines of the rounded logo, exploring shapes and text placement.



Figure 7. The rounded logo digital design process explored different color variations and font weights.

Color Palette

The color palette was chosen to align with the campaign's goals and with the expectations of the audience. Survey results indicated that the protection of marine life was a major concern for respondents, therefore the selection of shades of blue as the primary color for the logo and brand guidelines. Moreover, blue not only evokes a strong connection to marine environments but also conveys trust and responsibility, making it an effective choice for building credibility and resonating with the audience.

Research on color psychology supports this decision, highlighting blue as a symbol of trustworthiness and reliability. According to Leatrice Eiseman in *The complete color harmony, Pantone edition*

Blue also provides a view of vast distances, allowing us to look beyond the obvious, increasing our perspectives and opening the flow of communication. It is both thoughtful and thought-provoking, contemplative and reflective.

For the "Our Planet Free of Plastic", these qualities made blue the ideal choice for the brand's visual identity lead color as it not only symbolizes the marine life the treaty aims to protect but also encourages dialogue and unity.

Figure 8. Primary colour palette of Our Planet Free of Plastic

Primary palette

The colors for "Our Planet Free of Plastic" were chosen to create a palette that reflects the campaign's mission and resonates with its audience.

Blue, as the lead brand color, symbolizes the vast oceans and waterways affected by plastic pollution, while also evoking a sense of trust and responsibility.

It is complemented by black, gray, and white, which provide a strong, neutral foundation for designs, ensuring the campaign's visual elements remain versatile and professional across various mediums.

Green adds a layer of vibrancy, representing hope, renewal, and the flourishing of nature when free from plastic waste.

Together, these colors create a cohesive identity that is visually appealing.

Aqua
#1b75bc

White
#ffffff

Sea foam
#64cfdc

Green
#cfe6c9

Gray
#e8e9ea

Black
#000000

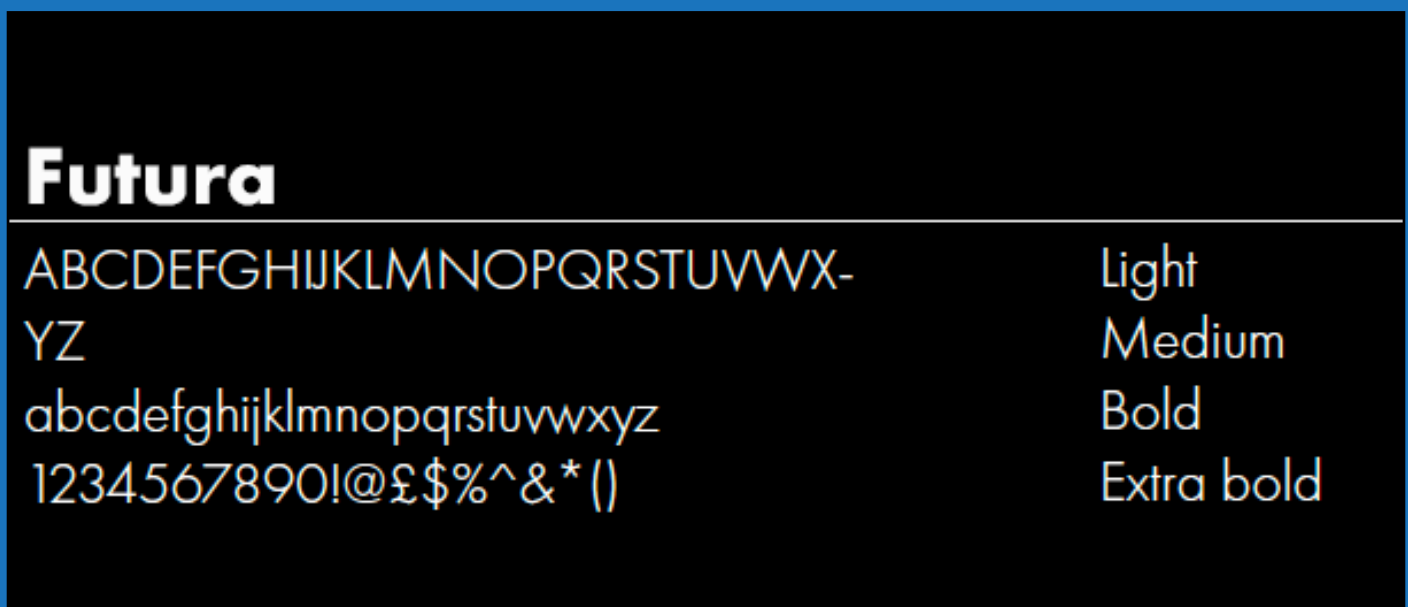
Typography

For the “Our Planet Free of Plastic” logo and brand communications, the typeface Futura was selected based on its design characteristics, visual impact and alignment with the campaign’s goals.

Futura is a geometric sans-serif font with clean lines and modern appearance. Its design with simple, precise geometric shapes might symbolize a connection to themes of nature and harmony. In addition, this geometry might represent a sense of balance and calm to counteract agitation and confusion. Therefore, it resonates with “Our Planet Free of Plastic”’s goal of promoting action against plastic pollution and restoring the harmony of our planet.

The name Futura itself also suggests progress and forward-thinking, which aligns with the goal of a plastic-free future.

As a sans-serif font, Futura is clear, readable and scalable. Its simplicity enhances the modern appearance of the logo ensuring that it communicates trustworthiness and relevance in both digital and print formats.



Testing of typefaces

Several other typefaces were tested before choosing Futura such as Helvetica and Arial. Helvetica is a classic font known for its versatility, but in this case, it lacked the warmth and connection to nature that Futura’s geometric forms provide. Arial is clean, but it appeared too generic and failed to communicate the forward-thinking vision of this campaign. These trials ensured that Futura is the ideal choice.

Figure 9. Futura, a geometric sans-serif typeface, was chosen for its modern, clean, and timeless appearance. The font is used in different weights to enhance its versatility.

Design variations

The logo was designed for both positive and negative versions, as well as horizontal and rounded formats to ensure adaptability to different contexts, imagery and backgrounds.

The positive version was designed with darker tones, making it ideal for placement on lighter backgrounds, while the negative used lighter tones, ensuring high visibility on darker backgrounds. This flexibility ensures that the logo stays legible and suitable for both print and digital formats, from posters and images to social media.

The decision to create horizontal and rounded versions was driven by the need for functional adaptability. The horizontal format was made to align with potential collaborators such as #BreakFreeFromPlastic and Greenpeace, whose logos also use horizontal layouts. This ensures harmony and a sense of shared purpose when the logos are displayed together in joint campaigns or initiatives, strengthening the overall impact of collaborative efforts.

The rounded format was designed for use in spaces where a compact design is preferred such as merchandise (water bottles, badges) or digital icons. The rounded version of the “Our Planet Free of Plastic” logo can also be paired with other logos, such as the WWF logo, which is larger in shape.

By designing different variations, the logo can effectively represent the campaign across different mediums and alongside like-minded organizations. In addition, it shows the commitment to build strong partnerships in the efforts to reduce plastic pollution worldwide.



Figure 10. Positive versions of the rounded and horizontal logo.



Figure 11. Negative versions of the rounded and horizontal logo.

The digital design process

Transitioning from paper sketches to digital design tools required learning new techniques to bring the logo concept to life such as creating a 3D globe in Illustrator, adding text on a path, and aligning design elements for precision. This process was both challenging and rewarding as it helped refine the logo and expand our knowledge and skills in multimedia design.

Application of the logo on merchandise

The “Our Planet Free of Plastic” logo was applied to merchandise as a strategy to reinforce the brand’s and campaign’s message. The logo was applied to items such as reusable water bottles and tote bags to promote sustainability and visually represent the brand.

Reusable water bottles and tote bags were chosen in particular as these products represent environmentally responsible choices that align also with the Global Plastic Treaty’s objectives, encouraging users to switch to sustainable alternatives and consume less plastic. Whether people are using the tote bag at the grocery store instead of plastic bags or using reusable water bottles, they are hopefully reminded of the importance of reducing plastic consumption.

The process of applying the logo to merchandise required consideration of design elements so that the logo remained legible and impactful. For example, on the tote bags, the horizontal version of the logo was used to span the width of the bag, while the rounded version was better suited for smaller items like water bottles.

Overall, the logo application on merchandise is meant to increase engagement and solidify the brand identity while also providing people with a practical way to contribute to the global issue of plastic pollution.

Figure 12. Our Planet Free of Plastic branded tote bag used in a grocery store instead of the usual plastic bag.



Figure 13. Our Planet Free of Plastic reusable water bottle in use.



Figure 14. Our Planet Free of Plastic stickers.

2.10 Develop phase - Style guide

The Develop phase consisted of translating ideas into prototypes and testing ideas for the campaign. The team worked on website wireframes, graphic elements, the style guide and the promotional video. The efforts aimed to align all the campaign elements with the goal of driving engagement and action to sign the Global Plastic Treaty.

Style guide

The style guide was a resource created to ensure consistent and impactful representation of “Our Planet Free of Plastic’s” mission to reduce plastic waste and protect our planet. The guide provided the visual elements and communication strategies that define the brand identity, empowering everyone to present the message cohesively across all platforms. The document was meant to serve as a toolkit to maintain a unified voice and visual presence for the campaign as it provides clear instructions on using the visual elements. Its structured approach empowers team members, collaborators, and partners to implement the brand identity consistently, enhancing trust and recognizability.

To make it even more streamline, downloadable links to the logo files and typography are included in the guide, ensuring that everyone can easily access the logo formats.

Included in the style guide

The style guide includes logo guidelines, colours, typography, photography, application. The addition of downloadable logo files further enhances the guide’s practicality, ensuring everyone involved can easily access and use the correct brand assets, facilitating ease of collaboration and professional representation of the campaign.

[See the style guide](#)



Figure 15. Mockup of “Our Planet Free of Plastic” style guide.

What is included in the style guide

Logo guidelines

The style guide includes a detailed section on the logo to ensure its correct application across different contexts and media.

Key elements:

- **Logo orientations** including horizontal and rounded formats to allow flexibility in layout design.
- **Clear space** (guidelines for maintaining adequate clear space around the logo are important to ensure the logo is visible and impactful regardless of placement.
- **Misuse** (examples of logo misuse such as distorted proportions, color changes, shadowing etc to help users understand how to avoid diminishing the brand's trustworthy image)

The inclusion of downloadable files to our logo variations ensure that they can be accessed and used easily. This makes it easier to collaborate and minimizes the risk of errors.



Figure 16. Mood board of imagery related to plastic pollution and its environmental impact.

Colours

As previously mentioned, the colors chosen for “Our Planet Free of Plastic” are inspired by marine life and the natural world around us. The color palette is inspired by the lead brand colour, blue. Black, gray and white bolster the lean palette with green adding flexibility in digital application. The secondary colour palette introduces hues inspired by nature. These colours are intended to be used thoughtfully, either as highlights or complements to layouts, and should not be applied all at once. The secondary palette works well with the primary colours, offering versatility for applications like digital media, print, and campaigns. This approach provides adaptability to complement specific imagery.

To refine the second palette, the team used colour palette generators and created a mood board. This process ensured that the colours resonate with the audience and the campaign’s goals. Figure 17 shows the secondary palette.



What is included in the style guide

Typography

The choice of typeface is Futura PT, a geometric sans-serif font designed in the Bauhaus tradition. Its clean and minimalist structure is modern but also timeless and accessible, perfect for a global campaign that wants to remain relevant across generations. Futura PT is used in varying weights depending on the context. For headlines, titles and the logo itself, the bold weight is used to ensure visibility and impact. For body text, subheadings or website content, the medium weight is used. The light weight is used for paragraphs, captions or disclaimers.

Photography

Recognizing the importance of integrating the logo into photographic content, the style guide includes a dedicated section on photography usage. This decision was inspired by other successful environmental campaigns, which often include visual examples to demonstrate the seamless application of branding on images.

There are many ways to place the “Our Planet Free of Plastic” logo on photographic backgrounds. The basic rule is to use the positive logos on light areas



of the photo and the negative logos on dark areas of the photo for contrast. This flexibility ensures the logo stands out, enhancing its visibility and reinforcing the campaign message, regardless of the background.

Figure 18. Example of an image where Our Planet Free of Plastic negative logo is applied on the dark area to enhance visibility.

Application

The logo can be applied across a variety of merchandise to promote the campaign. These applications ensure consistent branding while reinforcing the campaign's focus on plastic reduction and environmental stewardship.

Digital Application

The logo's scalability ensures it keeps clarity and impact across digital platforms, from website to social media icons. The style guide provides specifications for minimum sizes and optimal resolutions to ensure consistency and professionalism across devices.

2.11 Promotional video

For the promotional video, the question was how to transmit the complex message of the Global Plastic Treaty into an engaging, emotionally resonant format.

Objective of the video

The video's objective was to captivate the audience while simplifying the treaty's complex message. After discussing it with the team, we decided that an animation would be a memorable introduction to the video. This approach was chosen as it can effectively communicate abstract ideas in an engaging and memorable way.

Inspiration and process

The inspiration for the animation came from a song whose lyrics deeply resonate with an audience:

**"I crawled onto an island made of plastics.
Where every life is condemned to be undone.
Take me back to where it all once started."
(Monolink, Burning Sun)**

The lyrics speak to the devastation caused by plastic, but also to the desire to undo the damage and return to a cleaner, healthier world. This creates a sense of urgency without being overly bleak, offering the audience hope for a better future. Therefore, these powerful lyrics served as the foundation of the animation as their emotional narrative illustrate the severity of plastic pollution and the hope for reversing its impact.

Unsure how to bring the concept to life, research was done on various animation styles. The rotoscope technique in Photoshop was chosen as it aligned the most with the team's studies at the Business Academy of Southwest. This technique involves tracing over a video frame by frame and then removing the original footage to leave only the hand-drawn elements, which gives a raw and authentic feel to the animation.

To create the animation, a reference video was taken. The reference video captures the action needed for the animation. In this case, crawling on an island overtaken by plastic.

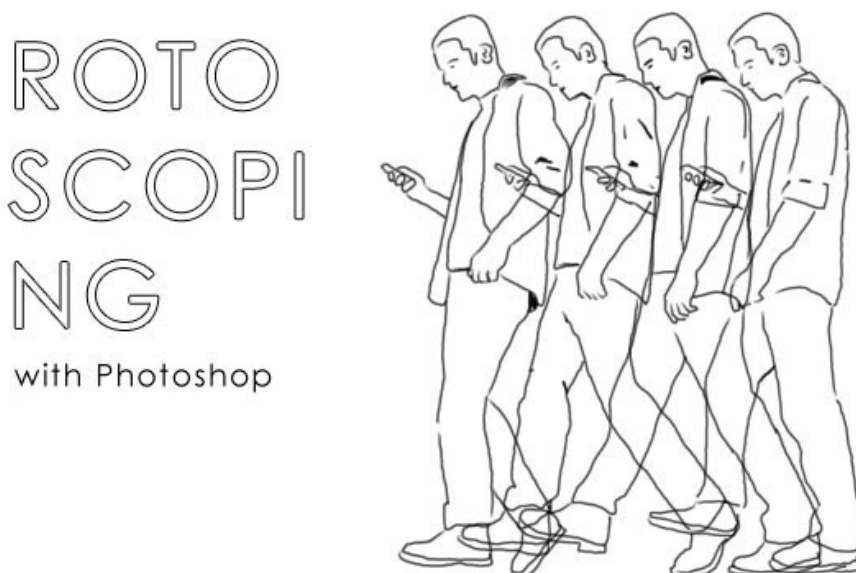


Figure 19. Video tutorial image on Rotoscoping technique in Photoshop.

The animation began with the protagonist crawling on an island made of plastic. This initial scene aims to evoke feelings of helplessness, illustrating the overwhelming scale of plastic pollution and its effect on marine life and ecosystems. As the lyrics progress to “Take me back to where it all once started”, the animation reverses, showing the plastics slowly disappearing as vegetation emerges on the island. This visual sends a hopeful message that with global unity and action, we can reverse the harmful impacts of plastic pollution and give nature a chance to thrive once more.

Process photos

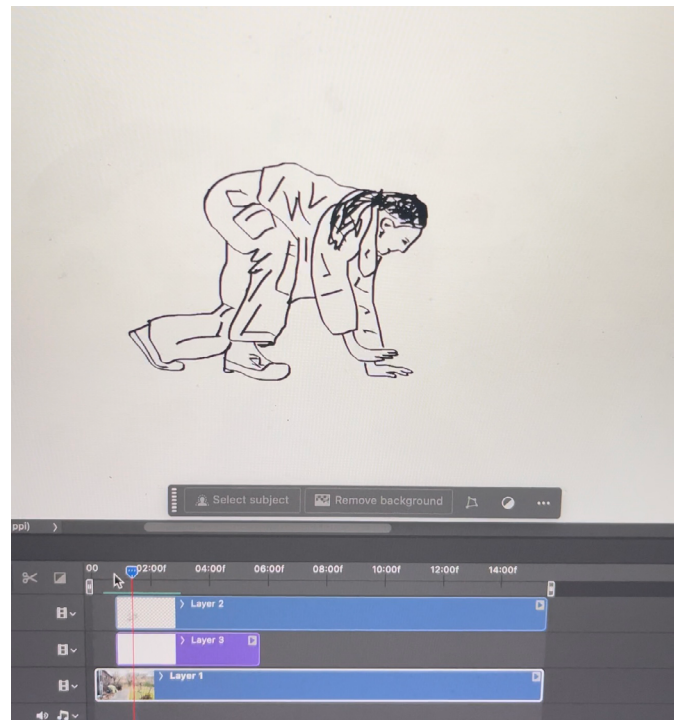
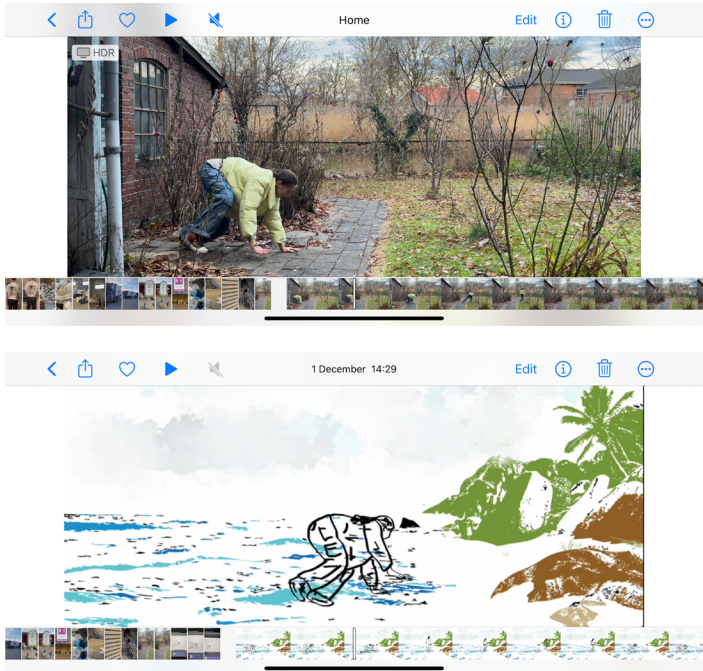


Figure 20. Images showing the process of creating the Rotoscope animation: from reference footage, to hand-drawings frame by frame.

Final video

[Watch on YouTube](#)



Reflection

The rotoscope technique helped emphasize the harsh reality of plastic pollution, while also providing hope for the future. The emotional narrative and the powerful lyrics communicate the urgency of the issue. The reversal of the plastic pollution shows there is hope and change is possible as global efforts to reduce plastic waste can restore our planet's natural beauty. All in all, this combination of a distressing start followed by a hopeful transition might create a contrast that resonates with the audience on a deep emotional level, encouraging them to take action and sign the Global Plastic Treaty.

5 mandatory shots

The final segment of the video integrates the five mandatory solution-oriented clips, displayed using a 4-in-1 screen layout in Premiere Pro, set to loop. These clips highlight actionable solutions to plastic pollution (the use of tote bags, reusable water bottles, recycling plastic waste), aligning with the campaign's message of hope and change. The clips were taken by the team at various locations such as the grocery store and the recycling station in Nyborg. Over this, a voiceover connects the Global Plastic Treaty to the powerful lyrics of "Burning Sun" by Monolink. The final video shot is a personal recording of seals taken while snorkeling with a Go Pro which brings the narrative full circle, linking the beauty of marine life to the urgency of protecting it. Together, these elements might create a compelling call to action.

Technical challenges

During this phase, there were several challenges. For example, syncing the animation with voiceover from the song lyrics required precise timing and many rewatches of the video for precision. In addition, making a smooth transition between the short animation and the other five mandatory shots of the project required a better understanding of some functions in Premiere Pro (captions from recording, type style). It was also a challenge to maintain consistency in typography, color and style throughout the video.

Feedback from team members helped refine the final video, making sure it resonates emotionally and stays informative. The idea was that the emotional appeal of the animation together with the lyrics and other five solution-oriented shots inspire trust and urgency among the target group and encourage them to act by signing the Global Plastic Treaty.

2.12 A3 Poster

THE PLASTIC REALITY

Every year, over 11 million tons of plastic enter our oceans, polluting marine ecosystems and threatening wildlife.

Seals, like many marine animals, suffer from this crisis often becoming entangled in plastic waste or mistaking it for food, which can lead to starvation or death.

Shockingly, traces of microplastics have even been found in fish, whales but also in human blood and mother's milk, showing the far-reaching effects of this pollution.



TAKE ACTION:

SIGN THE GLOBAL PLASTIC TREATY TODAY. BY SIGNING THE TREATY, YOU ARE SUPPORTING:

- A GLOBAL COMMITMENT TO REDUCE PLASTIC PRODUCTION BY 75% BY 2040
- HEALTHIER OCEANS
- PROTECTION OF BIODIVERSITY
- A SUSTAINABLE FUTURE BUILT ON REUSABLE SYSTEMS

Poster Mock up



The poster design and mockup serve as a visual communication tool for Our Planet Free of Plastic and the Global Plastic Treaty campaign, targeting individuals and organizations to take action against plastic pollution.

The poster shows marine animals like seals, linking the message to the immediate and visible victims of plastic pollution. It appeals to emotions and rationality, encouraging empathy and action (clear benefits of signing the treaty). The "Our Planet Free of Plastic" logo reinforces the campaign's identity and provides credibility, helping to unify the branding. The left section explains the problem, presenting key facts about the plastic pollution crisis. The right section focuses on the solution, presenting a clear and actionable call to action to sign the Global Plastic Treaty.

The "Take Action" section directly engages the viewer, presenting the benefits of signing the treaty (reducing plastic production by 75%, healthier oceans, biodiversity protection).

By presenting tangible benefits, the poster might motivate the audience to participate in systemic change rather than feeling overwhelmed by the problem.

Deliver phase

The Deliver phase consisted in producing the final campaign materials, including the website, logo, style guide, and promotional video. Seeing all the elements come together as a united campaign was incredibly fulfilling.

The logo and style guide were important in maintaining consistency and impactful representation of our mission to reduce plastic waste and protect our planet across different mediums. The style guide showcased typography, colour pallets, imagery usage and application, ensuring the website, social media posts, and video looked unified.

The promotional video was well-received for its clear messaging and engaging animation. Watching teammates and peers respond positively to the final video was a proud moment, as it validated the effort put into aligning visuals with the campaign's goals.

The logo's adaptability was demonstrated through its application on merchandise such as reusable water bottles and tote bags. These items promoted the campaign visually and served as a practical reminder of its message, encouraging sustainable practices in everyday life.

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5. Appendix

5.1 Appendix 1: Target audience - Online Survey

Plastic pollution

This survey is for a research we're doing for our exam project.
Thank you for taking the time and answering few of our questions about plastic pollution.

anressen.danirid@gmail.com [Link to home](#)

Like this?

* [Sparagmillet](#) or [vabigstark](#)

What is your age group? *

☐ Under 18

☐ 19-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65+

How informed do you feel about plastic pollution? *

☐ Very informed

☐ Somewhat informed

☐ Not informed at all

Have you heard about the Global Plastic Treaty? *

☐ Yes

☐ No

Have you signed any petitions before? *

☐ Yes

☐ No

(If you signed any petition) What made you sign the petition?

How much of an issue do you think plastic pollution is globally? *

☐ A critical issue

☐ A significant issue

☐ A minor issue

☐ Not an issue

What about plastic pollution concerns you the most? *

☐ Marine animals affected

☐ Coral reefs dying

☐ Microplastics in the human body

☐ Emissions of CO₂ in the atmosphere

☐ Drinking water poisoning

☐ Chemical release

☐ Other

If you were asked to support a Global Plastic Treaty, what would convince you the most? *

☐ Clear evidence of benefits to the environment

☐ Support from trusted organizations or leaders

☐ Success stories from other global initiatives

☐ Economic benefits of reducing plastic use

☐ Other

What would stop you from signing a petition? *

☐ Lack of trust

☐ Inconvenience

☐ Time consuming

☐ Not sure if it has any impact

☐ Don't care

Do you have any examples of any campaign or story that touched you and why?

From this series of images, choose images that have the highest impact on you. *
(we don't own rights for any of these pictures)

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ 6

☐ 7

☐ 8

☐ 9

☐ 10

☐ 11

☐ 12

Imagine the ideal campaign for you about plastic pollution. Choose 4 words that describe it.

Plastic pollution

49 svar

Overview

What is your age group? *

How informed do you feel about plastic pollution? *

Have you heard about the Global Plastic Treaty? *

Have you signed any petitions before? *

(If you signed any petition) What made you sign the petition? *

How much of an issue do you think plastic pollution is globally? *

What about plastic pollution concerns you the most? *

If you were asked to support a Global Plastic Treaty, what would convince you the most? *

What would stop you from signing a petition? *

Do you have any examples of any campaign or story that touched you and why? *

From this series of images, choose images that have the highest impact on you. *
(we don't own rights for any of these pictures)

Imagine the ideal campaign for you about plastic pollution. Choose 4 words that describe it.

What is your age group? *

How informed do you feel about plastic pollution? *

Have you heard about the Global Plastic Treaty? *

Have you signed any petitions before? *

(If you signed any petition) What made you sign the petition? *

How much of an issue do you think plastic pollution is globally? *

What about plastic pollution concerns you the most? *

If you were asked to support a Global Plastic Treaty, what would convince you the most? *

What would stop you from signing a petition? *

Do you have any examples of any campaign or story that touched you and why? *

From this series of images, choose images that have the highest impact on you. *
(we don't own rights for any of these pictures)

Imagine the ideal campaign for you about plastic pollution. Choose 4 words that describe it.

What is your age group? *

How informed do you feel about plastic pollution? *

Have you heard about the Global Plastic Treaty? *

Have you signed any petitions before? *

(If you signed any petition) What made you sign the petition? *

How much of an issue do you think plastic pollution is globally? *

What about plastic pollution concerns you the most? *

If you were asked to support a Global Plastic Treaty, what would convince you the most? *

What would stop you from signing a petition? *

Do you have any examples of any campaign or story that touched you and why? *

From this series of images, choose images that have the highest impact on you. *
(we don't own rights for any of these pictures)

Imagine the ideal campaign for you about plastic pollution. Choose 4 words that describe it.

33

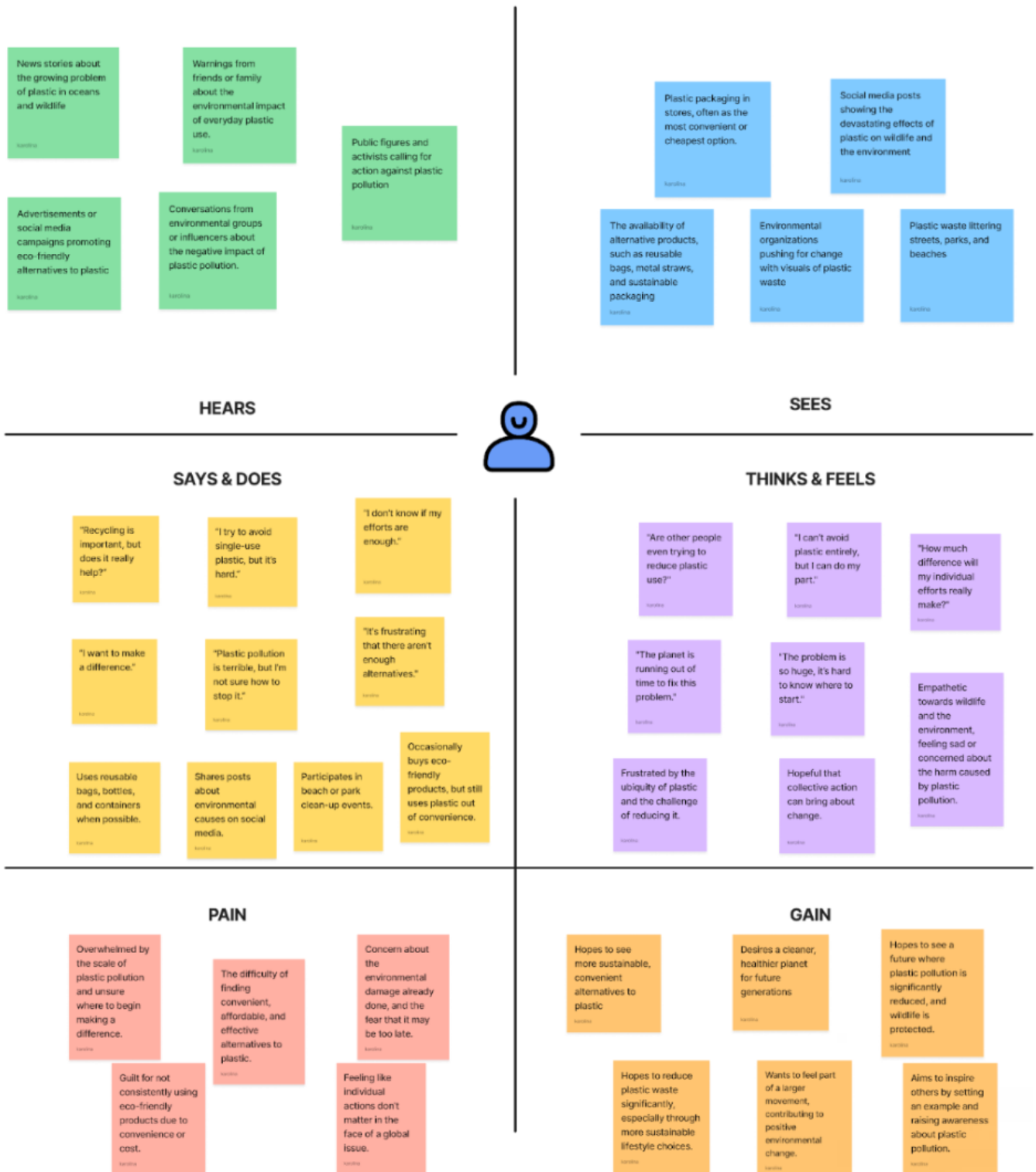
5.2 Appendix 2: Interview questions

Interview questions

1. What comes to mind when you think about plastic pollution?
2. How would you describe the impact of plastic pollution on the environment and society?
3. Do you believe individuals can make a significant difference in reducing plastic pollution? Why or why not?
4. What steps, if any, do you currently take to reduce plastic waste in your daily life?
5. How do you usually dispose of plastic items?
6. Have you ever participated in any initiatives or events related to reducing plastic pollution (e.g., clean-ups, recycling drives)?
7. Does your city/country take mentioned initiatives? (clean-ups, recycling drives,...)
8. What challenges do you face when trying to reduce your use of plastics?
9. Are there any products or services you wish existed to help you minimize plastic waste?
10. What has to happen for you to buy something in plastic? (accessibility in shops,...)
11. What type of content or message would motivate you to join the fight against plastic pollution?
12. What platforms or channels do you usually use to learn about environmental issues?
13. How do you feel when you see images or hear stories about the impact of plastic pollution on wildlife and the environment?
14. Do you discuss plastic pollution with your friends or family? If so, what do those conversations typically focus on?
15. What role do you think companies, governments, and individuals should play in addressing plastic pollution?
16. How likely are you to share a campaign about plastic pollution on social media? What would make you more inclined to share it?
17. If we provided resources or tools to help you reduce plastic waste, what format would you prefer (e.g., app, printable guide, workshops)?
18. What would a world with significantly less plastic pollution look like to you?

5.3 Appendix 3: Empathy map

Empathy Map



5.4 Appendix 4: Customer journey map

Journey steps	Awareness	Consideration	Engagement	Empowerment	Leadership/ Loyalty
User actions	Discussing the issue with friends or family. Viewing social media content, watching videos or articles.	Participating in informational webinars or following campaign-related accounts. Sharing campaign content with their social network, or subscribing to newsletters	Defining to create alternatives for daily needs Sharing their progress on sustainable living campaign feedback	Continuing to use sustainable products, engaging with campaign updates and sharing them with others. Advocating for policy changes through joining local environmental groups.	Organizing events or drives (e.g., school workshops, neighborhood clean-ups). Encouraging others to join or donate to the campaign. Sharing their journey through blog, video, or public talks.
Goals and experiences	Introduce the audience to the problem of plastic pollution and the campaign's mission.	Help users explore ways to reduce plastic pollution and understand how they can contribute.	Get users actively involved in the campaign through small, meaningful actions.	Help users maintain eco-friendly habits and continue supporting the campaign's goals.	Empower users to become advocates for the campaign and inspire wider change.
Feelings and thoughts					
Opportunities	Use compelling visuals (animals affected by plastic) Provide simple, actionable steps they can take immediately.	Highlight stories of small actions leading to big impacts.	Offer rewards or incentives for participation (e.g., discounts, badges, stickers). Foster a sense of community by celebrating user stories and milestones.	Regularly recognize contributors or community leaders	Create a recognition system (e.g., "Top Advocates of the Month") Build a network of advocates for peer support and collaboration.
Pain points	Feeling overwhelmed by the problem Skepticism about the impact of their efforts.	Lack of clear, actionable solutions that fit their lifestyle. Uncertainty about the effectiveness of individual efforts	Struggling to change long-term habits. Difficulty finding affordable, sustainable alternatives.	Feeling disconnected if the campaign doesn't provide updates or feedback. Challenges staying motivated	Limited resources or tools to scale their efforts Feeling burnt out if they lack support.
Touchpoints	Social media ads, influencer endorsements, viral videos, eye-catching posters or billboards in public spaces. News articles or partnerships with eco-friendly organizations.	Educational blog posts, interactive infographics, and short videos. Webinars or workshops hosted by environmental experts. Community events like clean-up drives or awareness rallies.	Interactive challenges (e.g., "Plastic-Free Month"). Campaign-branded merchandise like reusable bottles or tote bags. Local clean-up events, workshops, or DIY guides.	Monthly newsletters with success stories and new tips. Social media updates showing campaign progress (e.g., "We've reduced 10 tons of plastic waste together!"). Membership in a digital community or eco-friendly rewards program.	Training programs or resources for advocates. Exclusive content or events for campaign ambassadors. Opportunities to lead local initiatives or collaborate with the campaign team.



**No,
Thank you**

