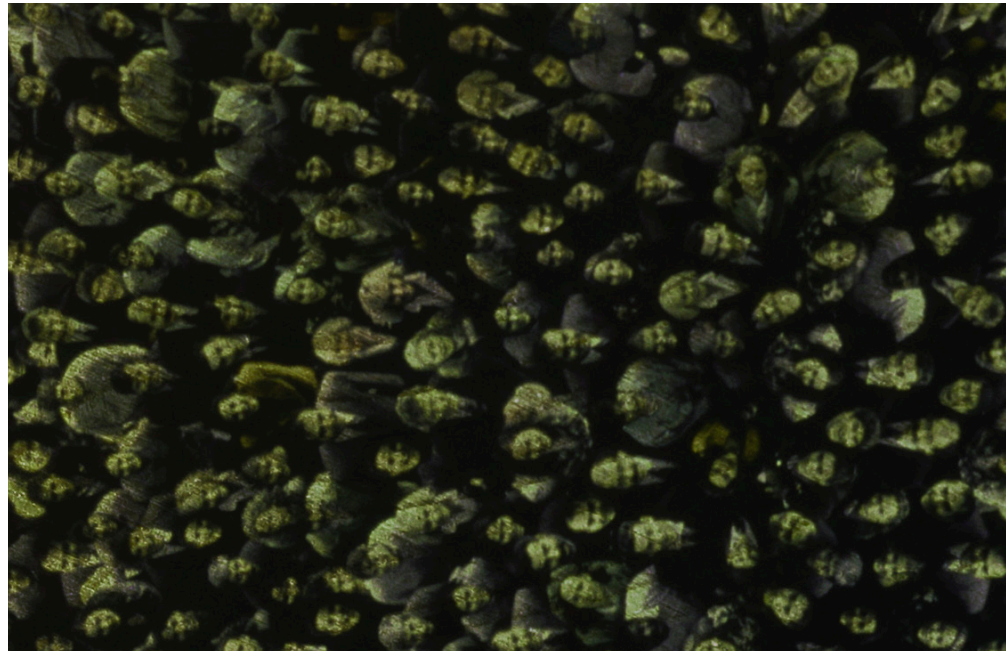


**IT Takes everyone TO
PRESERVE OUR CLIMATE**

TAKE ACTION WITH CANADA'S LARGEST NETWORK
OF ENVIRONMENTALISTS AT CLIMATEACTIONNETWORK.CA



THE HUMAN FOREST

CONTEXT

Canada has 3,101,340 km² of forest which has been affected by climate change. From an increase of forest fires to the timing of the spring buds, everything has been affected by rising temperatures. With this campaign, we wanted to bring the issue closer to home and inform Canadians that more than our northern ice caps are being affected by the 704 megatons of Carbon Dioxide that we produce every year.

INSIGHT

Much like a single tree, one Canadian is not strong enough to stand on their own. But like a forest, a group of like-minded Canadians has the support to stand firm and take action. That's why in this execution, we used the symbolism of a forest to show how a group of socially conscious Canadians can come together to prevent climate change by forcing political leadership set new policies. And, by reminding Canadians that forests are being affected by climate change, we brought the issue a little closer to home – shocking most Canadians. Also, in the future allowing this campaign to expand to other natural elements such as oceans and freshwater lakes.

