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Sometimes the best change is none at all.
Nature Conservancy of Canada uses your donations
to permanently protect ecologically sensitive lands.
Donate at natureconservancy.ca/en/



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Thanks for Nothing

Insight

When we think of climate activism, we overlook donating because it doesn't feel radical enough.

Rationale

Climate change is happening, and we don't know how to make a meaningful impact.

Donating doesn't feel like activism and our target audience is looking for instant gratification and radical change through their contributions. This piece subverts our expectations of what activism should look like with a simple message: the most radical thing we can do for climate change is to keep nature the same.

The reason we don't know how to make a meaningful impact is because we don't know how to look for it. When we focus on the difference we're making, we miss the point completely. Nature is perfect the way it is, and we should fight to keep it that way.

Our idea can naturally extend to other platforms with an interactive spot-the-difference digital activation. We can create OOH billboards and wild postings with beautiful scenery and subversive headlines.



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