

Young Media Lions

Build a Community - Consent
to Conserve

<https://natureconservancy.ca/en/>

NATURE
CONSERVANCY
CANADA



CONSERVATION
DE LA NATURE
CANADA

Target Audiences

Young and active Canadians
(Between 25-30 y.o - est. 2.4M pop¹)



- 68% suffers from some form of eco-anxiety ²
- 72% are very concerned about the effects of pollution on our planet ²
- 58% are prepared to make a significant lifestyle compromise to benefit the environment ²
- **70% are somewhat concerned about data protection and privacy in the internet** ²

¹ Canadian Population Survey, Statistics Canada, 2022

² Canadian Survey, Vividata, Winter 2022

The problematic

The vast majority of the target group thinks that governments and private companies are the most responsible for improving sustainability.¹

Only 9% of the target audience donated to an environment-oriented organisation in the past 12 months. The main reason listed is the current economic environment.²

The question

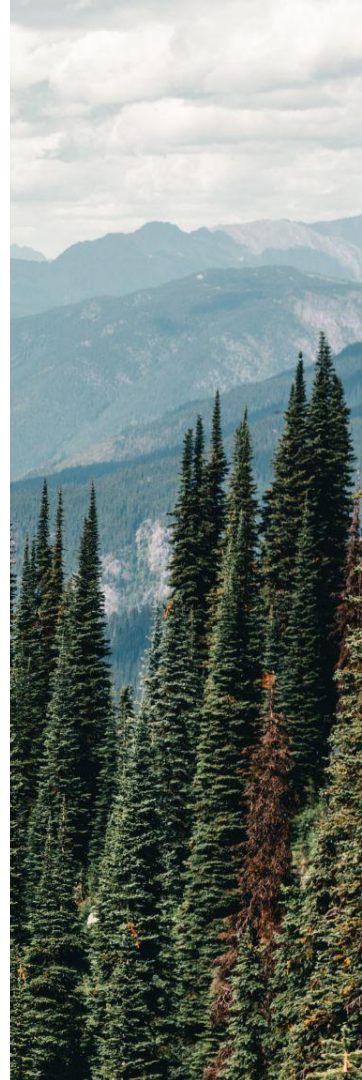
How do we implicate a portion of the population that thinks action is out of their control, while they are generally lacking financial capacities?

¹ Sustainable Consumer - Canada, Mintel, 2022

² Canadian Survey, Vividata, Winter 2022

The Strategy

What if all they had to do is give their consent to help? And what if they **shared the responsibility of helping with the corporations**, in a common effort?

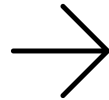


The Activation

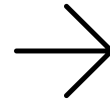
Lying at the core of the strategy are **3 pillars**, intertwined in an effective way to make young adults **recognize** NCC, **join** the community and then **act**.



Empowerment



Traceability



Scalability

1. Empowerment


What if we gave them the power to change things by the click of a button? **What if we converted what's being discussed as one of the most sensitive topics in their lives into donations?**

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Consent to Conserve
Every data consent gives \$0.01 to our organization. Your data helps the conservation and protection of our nature.

Consent to Conserve

We are launching a consent management tool, implemented on companies' websites, which will monetize the Canadians' data to benefit our cause.

Each "I consent to share my data with this website" results in a donation, from the corporation to the NCC.

What's in it for them?

Consumers: This allows them to monetize their data while helping the environment, which is top priority

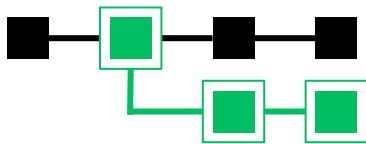
Corporations (e.g. Lululemon, Canadian Tire, Sobeys): In exchange for the donations gathered from data collection, they get carbon credits, while the data consent banner helps with global brand perception.

Digital and data consentment managing partner: Partnering with a consentment management partner will help us benefit from their expertise, while helping them acquire new clients and leads (e.g. Didomi, lubanda)



2. Traceability

If one challenge remains unsolved in environmental organizations, it is the **traceability provided to donors** of the actual impact of their donations.¹



¹ A framework to make charity collection transparent and auditable using blockchain technology, Muhammad Shoaib Farooq, 2020

The solution

Provide Canadians with the world's very first **Green Wallet** through which they will be able to track, in real time, the impact of their donations.

The reports will include:

- Real time data collection analysis through data-to-value conversion
[Your data has generated a value of \$XX, which helped preserve XXkm² of rainforest]
- Monetary donations made directly to NPOs

All of these will be followed through by a data-activated traceability system based out of the **blockchain technology**. A website with a unique access code will allow users to check in on their donations, where they come from and the concrete actions they engendered.

3. Scalability

The only thing missing now is the reach that can only be offered by a full-scaled, fully purpose-driven campaign.

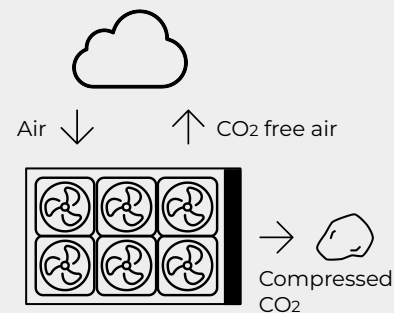
Our campaign is the change

We've seen how simple we made it for the consumer to donate. To raise awareness and increase the number of examples of actions one can take, we've decided to do the same with our campaign. **What if we delivered a campaign that actually walks the talk?**

A billboard to capture CO2

Direct Air Capture (DAC) technologies have been in development since 2018. In 2023, many of them are operational and can help us develop a carbon-negative billboard, placed next to heavy traffic roads.

The message: **"XXkg of CO2 captured today**
 → Help preserve our forests to do much more"



Sources for CO2 capture : [skyrenew.com](https://www.skyrenew.com), [carbonengineering.com](https://www.carbonengineering.com)

The Media Mix

Our billboards will be captured on camera and edited into short social videos and a 15s preroll spot, meant to generate engagement.



Outdoor Advertising
CO2 Capturing
Billboards

\$100K
8M Impressions
100% reach within our target audience



Social
Amplification

\$50K
8M Impressions
99% reach within our target audience



Pre-Roll and
Outstream

\$100K
12M Impressions
100% combined reach within our target audience¹



Data Monetization through a Data
Consent Management partner
platform

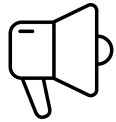
\$0K
More than 1B site visits yearly²
Building partnerships with Canada's biggest brands to maximise their impact on NCC's mission to conserve the canadian nature

¹ Canadian Survey, Comscore, 2022

² Based on an approximation of NCC's yearly traffic

The Effectiveness

Yearly impacts



est. **Media Impressions**

38M

Community Growth
All Channels

70K

Money Raised
Through Data Sharing

\$52.5M

Preservation Projects

36

Summary



A25-30 y.o

A target audience with very much willingness to take action, but without the means needed to achieve the change that they want to see.

The key: find a way to monetize their data which is of high value to companies.

The challenge

Empower them without requesting more involvement

A 3 layer approach :

1. 'Consent to Conserve' data exchange
2. The 'Green Wallet' to track their footprint
3. A 'walk the talk' campaign

Media mix

An OOH + Video mix to maximise brand recall

Effectiveness

36 new projects after year 1