



# Google Maps: Earth Mode

Discover the world beyond your screen.

## Insight

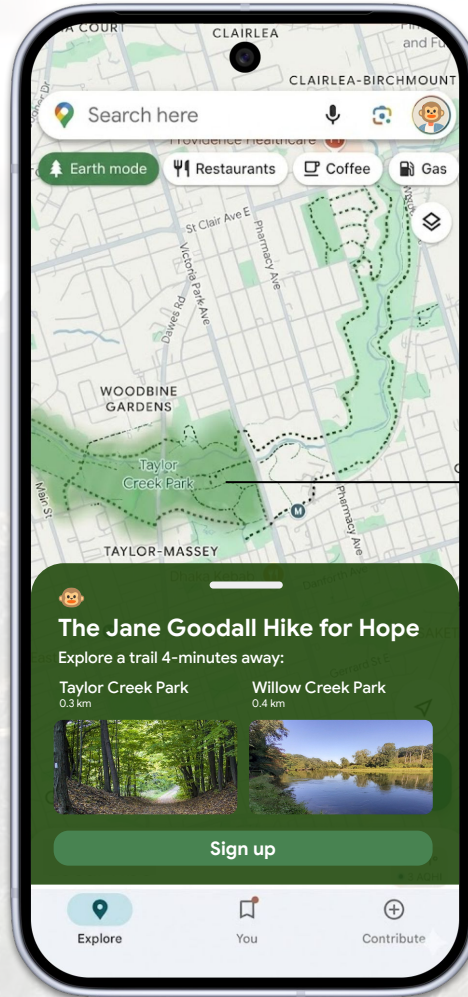
Gen Z is the most "connected" generation in history, yet they've **never been more disconnected from the physical world** they should take care of.

## Idea: Earth Mode

New Google Maps layer view for discovering local biodiversity and greenest walking paths. Every Earth Mode route taken earns **Hope Kilometers** - Google Maps donates \$1 to JGIC for every 10HKM.

## Impact

Using technology as a bridge, encourage the 8M+ Canadian Gen Zs who use Google Maps everyday to **discover the world beyond their screen and take action for JGIC.**



## Earth Day Takeover

Default Google Maps to Earth Mode for 24 hours to spark mass Hike for Hope registration.

## Hope Kilometers

*"This route is 4 minutes away - it passes 3 local habitats and adds 1.2KM to your Hike for Hope goal. Walk for the planet?"*



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*Discover the world beyond your screen.*



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## Idea:

**Earth Mode:** *Discover the world beyond your screen.*

- **Product Feature:** “Earth Mode” is a new Google Maps layer view for discovering biodiversity, pockets of nature, and greenest walking paths in local areas.
- **JGIC Connection:** Every Earth Mode suggested route taken earns “Hope Kilometers” (HKM) that syncs to fundraiser profiles. Google Maps donates \$1 for every 10HKM.
- **Launch Campaign:** An unmissable Earth Day takeover defaults Google Maps to Earth Mode for 24 hours to spark mass Hike for Hope registration. After launch, the feature remains as a permanent optional toggle.

## Objective:

- **Awareness:** Spark environmental curiosity in 8M+ Gen Z Canadians by transforming Google Maps into a discovery tool to reveal nature ecosystems in their own backyard.
- **Action:** Convert 500K+ users into Hike for Hope registrants by transforming their daily routine into a collective action engine that fuels a new generation of JGIC advocates.

## Brand Connection:

Google Maps helps users **navigate the world**; the JGIC helps them **protect it**.

By leveraging a familiar everyday app as a bridge between the digital and physical worlds, we connect Google Maps’ reach with Jane Goodall’s mission of ‘hope through action’ to help Gen Z **discover the world beyond their screen**.

## Target:

**8M+ Canadian Gen Z** (age 19–29) who use Google Maps every day to navigate and optimize their lives. They are environmentally-conscious and socially engaged, yet physically disconnected from the impact of their own advocacy. As urban dwellers, they prioritize efficiency, but feel a deep desire to reconnect with nature and need a low-friction way to take real action for the planet.



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## Insight:

### Human Truth:

When we find a connection, we find a reason to care.

### Insight: The Connection Paradox

Gen Z is the most "connected" generation in history, yet they've never been more disconnected from the physical world they should take care of.

**Google Maps Truth:** Help users connect with and discover the world beyond their screen.

**JGIC Truth:** Global change starts when individuals reconnect with their own habitat.

## Why it Works:

- **Ubiquitous Impact:** Google Maps is already in the pockets of 8M+ Canadian Gen Zs (600M+ globally), making participation a low-barrier habit with wide reach. Earth Mode connects users with the nature right in front of them, converting routine walks into a way to rediscover the physical world beyond their screens.
- **Emotional Benefit:** Change the way people see their surroundings. By revealing nature spots that usually go unnoticed, a routine walk becomes an opportunity to explore and appreciate the environment.
- **Functional Benefit:** Seamless way to connect with the environment through an app they already use everyday. Provides shareable and visualized impact.

## Get/Who/To/By:

**Get** digitally dependent Gen Z Canadians, **who** rely on Google Maps for discovery, **to** reconnect with their environment **by** converting their everyday steps into Hikes for Hope through a familiar digital bridge.