

Their

lifeline

is in

our hands.

Lend yours at [janegoodall.ca](http://janegoodall.ca)



Jane Goodall Institute  
Canada

### **Problem**

Gen Z and Millennials are grappling with unprecedented global challenges. The climate is rapidly changing as key plants and animals face extinction. In a time when we're more divided than ever, Gen Z and Millennials feel like they, as individuals, can't make an impact relative to the severity of the situation, leading them to give up hope.

### **Insight**

While it's easy to believe that we can't impact the environment around us, Jane Goodall's legacy has shown us that the future of our environment is in our hands. Individual actions at a community level have the power to make a difference and transform the lifeline of our planet.

### **Idea**

The future of our environment is directly impacted by individual action. To illustrate this connection, we showcased the lifeline of a chimpanzee's palm morphing into the lifeline of a human palm, showing how our futures both go hand in hand. Our visual is paid off with a call to action inviting Gen Z and Millennials to lend their hands to make a difference.



Their

lifeline

is in

our hands.

Lend yours at [janegoodall.ca](http://janegoodall.ca)



Jane Goodall Institute  
Canada