



YOUNG LIONS
COMPETITIONS



Jane Goodall Institute
Canada

Jane Goodall

Hope in Motion

THE JANE GOODALL
HIKE FOR
H  **PE**
CANADA

Target

Overall

Eco-conscious GenZ (15–25)

Secondary

Digitally-native Gen Z, gamers, doom scrollers - 73% are genuinely frightened about tomorrow but crave meaningful action

Key Challenge

Typical fundraising walks scream 'boomer charity'

We need a playful, shareable ritual that feels like their world i-e
Gaming, TikTok, Discord squads not another memorial march



Research2Reality. (2023, March 23). *Gen Z is Growing Up in a Climate of Fear: Nearly three-quarters of Canadian youth are frightened about the future, thanks to climate change*. Retrieved from: <https://research2reality.com/energy-environment-nature/climate-change/youth-attitudes-climate-change-mental-health-ecological-grief/>

Photo Credit: [Li-An Lim](#) on [Unsplash](#)

Key Target Insight

Gen Z knows climate action matters and feels personally motivated to contribute, but 44% say they can't because the problem feels "too big" and requires "too much change"

They want to feel in control, but knowing how huge the crisis is and how broken systems are, makes every small action feels pointless and they feel frozen

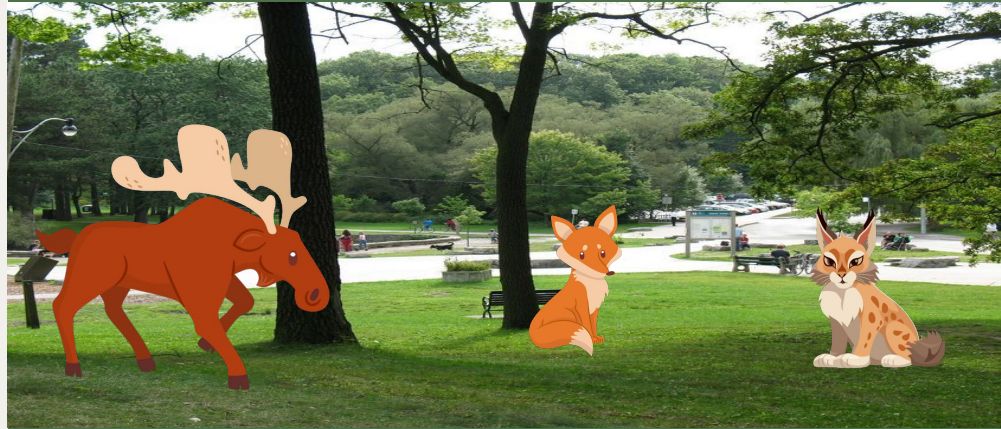
They're not frozen from lack of caring, they care so much that anything short of "fixing the whole crisis" feels pointless. They need **micro-wins with visible collective proof to thaw** into action

BIG IDEA - Hope in Motion - Hike. Collect. Hope.



Turn climate freeze into playful kilometers.
'Pokémon GO-style' AR game transforms Hike for Hope into Canada's must-join Gen Z ritual coined *Hope in Motion*

Every step spawns local wildlife, builds your 'Hope Dex' & unlocks real impact for JGIC



BIG IDEA (contd)

April 22



Awareness

AR leaks (50% Jane → JGIC)

May - Sep



Sign-ups

Quests + leaderboards (12K)
Roots & Shoots

OCT 3-4



Action

1M km → \$500K (chimps + youth)

FREEZE



PLAY



WAVE

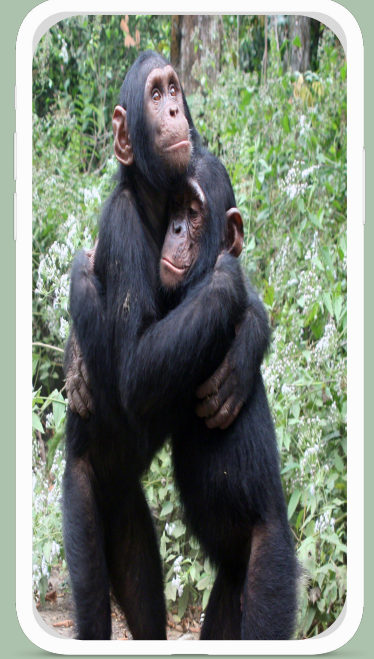
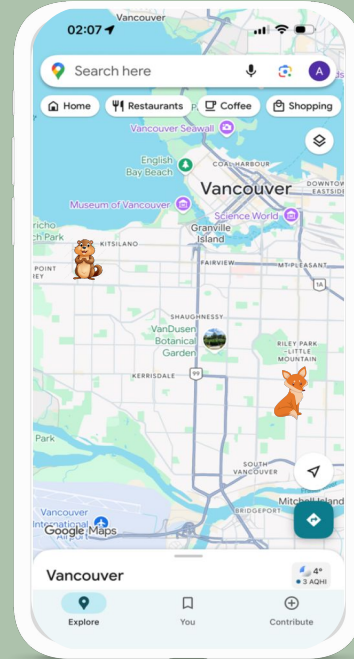
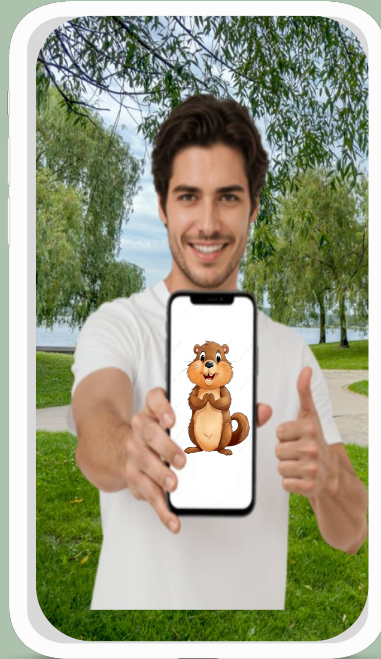
6-month ritual perfectly thaws Gen Z freeze into joyful motion.

Visual Summary: Hope in Motion

Apr 22 - Earth Day
Hope In Motion Launch

May - Sep
Encourage Sign up to CrowdChange

Oct 3-4
Hike + AR challenge



YOU HIKE 1km → GPS tracks → App shows "1 km complete"



DONORS see your progress on CrowdChange & Donate \$\$

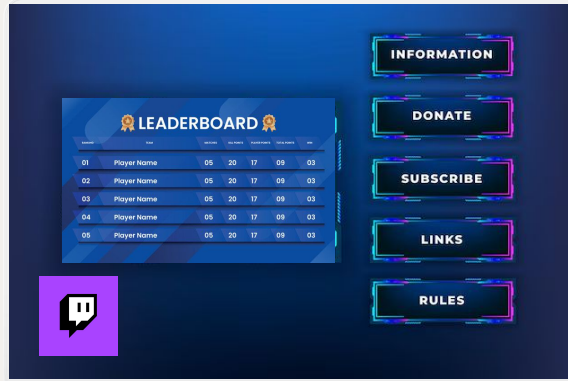
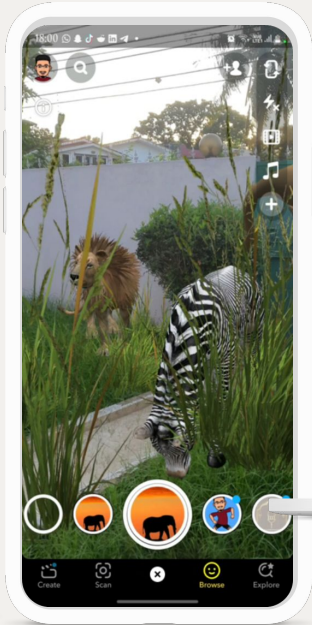
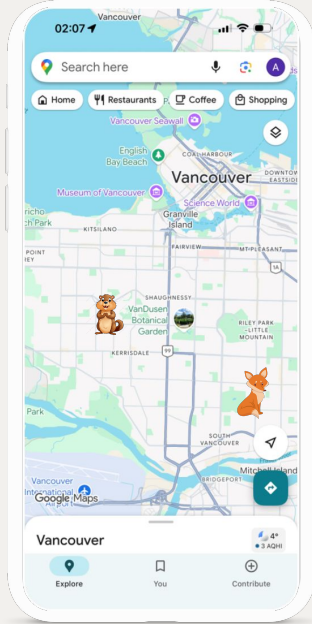


JGIC receives funds → Allocates: \$\$ = 1 acre chimp forest patrol"



App shows proof: "Your beaver funded this ranger patrol today!"

Media Strategy: April to September Build Phase



Generating Awareness



On earth day we would launch the campaign supported by social media and a series of Out of Home tactic's local to each market to help raise awareness for the Hike for Hope as well as the Hope in Motion app for them to work toward kilometers for impact



Media Strategy:

October Peak and “G(o)uerrilla”



Steps = KMs = Hope

Wrap urban stairs/escalators in select cities (like Vancouver's Granville St) with piano keys + AR projections encouraging people to sign up



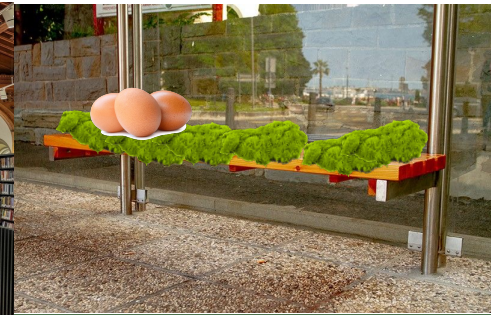
Giant AR "Animal Sightings" in Parks

Install large QR-coded beaver/moose sculptures in major parks. Scanning triggers an AR animal, quick “catch,” a message like “You protected 1 chimp acre,” and optional hike reminders



Hope in Motion: Flash Hunt

Squads of Roots & Shoots youth “hide” 100 physical animal plushies/stickers around university campuses (UofT, UBC, McGill) with QR codes. Find one → redeem virtual animal + join leaderboard



Bus Bench Wildlife Nests

Cover benches in Toronto/Vancouver transit stops with moss/fake eggs + QR nests. Sit/scan → AR chick hatches into your first Hope Dex animal

Effectiveness and Results

By building a strong community for Hike for Hope using the Hope in Motion app, the Hike for Hope will become routine for Canadians and continue to expand in years two and three.

Awareness of JGIC

Hike for Hope Registrations

Hope in Motion Downloads

Kilometers Walked

01

Increasing Awareness from 14% to 55% among Canadians.

With 6 months to create impact and drive awareness using Hope in Motion to inspire GenZ to take part in the Hike for Hope

02

Hike for Hope Registrations: 20,000

Following the launch on Earth day and the AR animals being set live in local parks and community areas where they would share their AR Animals on their socials and inspiring others to register for the hike

03

App Downloads: 100,000

In the 6 months leading up to the Hike, participants to actively logging kilometres, collecting AR Animals, and completing Roots & Shoots challenges in the app

04

70 Million kilometers walked

The 6 months leading into the hike have created the impact that would have made Jane proud

Summary

Audience

Eco-conscious GenZ (15–25)
Digitally-native - gamers, doom scrollers,
73% are genuinely frightened about
tomorrow but crave meaningful action

Insight

Genz care so much that anything short of
“fixing the whole crisis” feels pointless.
They need **micro-wins with visible
collective proof to thaw** into action

Big Idea

Turn climate freeze into playful
kilometers. ‘Pokémon GO-style’ AR game
transforms Hike for Hope into Canada's
must-join Gen Z ritual

Media Strategy

Launching with an impactful social strategy
which is supported by compelling Out of Home
placements to catch the attention of Canadians
and drive them to the steps for impact

Results

Increase Awareness to 55%
20,000 Hike for Hope Registrations
100,000 Hope in Motion Downloads
70 Million Kilometers Walked