

# CHALLENGE & TRUTH

Gen Z believes the systems shaping the environment are too big, too political, and too far out of their control.

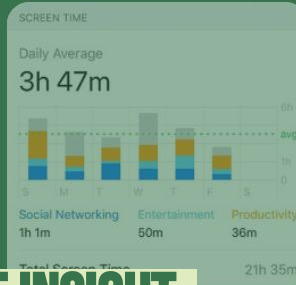
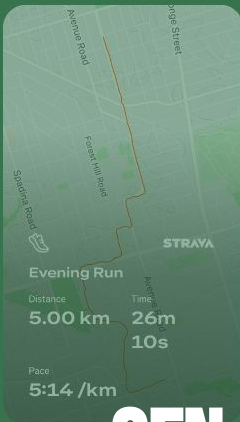
*They're not.* The power to influence environmental change is closer, and more collective, than they think.



# THE UNLOCK

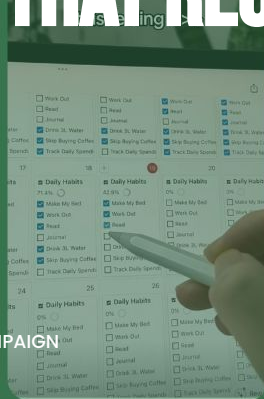
|            |  |
|------------|--|
| <b>GET</b> | Gen Z Canadians  |
| <b>WHO</b> | Are anxious but totally demoralized about the environment and feel like they're saving the world alone in their bedrooms |
| <b>TO</b>  | Believe their individual actions actually add up and that they have real agency to shape their own ecosystems            |
| <b>BY</b>  | Recognizing the hidden power inside the habits they've made routine  |





## THE INSIGHT

**GEN Z IS THE MOST DOCUMENTED GENERATION IN HISTORY. THEY CAPTURE EVERYTHING. YET, THE POWER OF THAT RECORD HAS NEVER BEEN PLACED IN THEIR HANDS.**



THE BIG IDEA

# FIELD NOTES

DONATE YOUR DATA FOR THE PLANET

Inspired by Jane's journals, the Jane Goodall Institute of Canada launches *Field Notes*, a national movement that transforms Gen Z's everyday documentation into environmental evidence. By uploading observations from their own communities, young Canadians contribute to a living, open-source biodiversity record.

As notes accumulate, patterns emerge. What feels isolated becomes undeniable.

For a cash-poor, data-rich generation, *Field Notes* invites Gen Z to donate what they already have: Proof.

**“GEN Z IS BROKE AF. BUT THEY’RE RICH IN DATA.  
JANE GOODALL INSTITUTE ASKS THEM TO  
DONATE IT TO THE PLANET.”**

**blogTO**

## PHASE 1

# ACTIVATE THE ARCHIVE

## DAY 1: LAUNCH DAY (OCTOBER 1)

### EXECUTION

On the anniversary of Jane's passing, we will launch the *Field Notes Record*: a digital, open-source archive that spans decades of Jane's biodiversity observations.

The Record is intentionally left unfinished, inviting a new generation to continue her work. For 30 days, the public will be encouraged to contribute to this living data hub, a collaborative platform where Gen Z's observations are stored, shared, and analyzed to identify environmental patterns and inform action.

### PR STRATEGY

**IRL UNVEILING:** Host a launch event at the ROM with press, partners, and stakeholders for a first look at the *Field Notes Record* and its next chapter.

**TIMELY EARNED MEDIA:** Harness the heightened media attention on the anniversary of Jane's passing to frame the record as both a tribute and a torch pass.



## PHASE 2

# HOW WE MOBILIZE

## DAY 6-30: MONTH OF OBSERVATION

### EXECUTION

How can we ignite Gen Z to participate? We meet them where they already are: documenting their world.

Leveraging JGCI's Hope in Action Mapping Framework, *Field Notes* turns the everyday habit of vlogging and journaling into purposeful action. Throughout October, Gen Z is invited to step outside, capture something in their environment, and upload their findings to the record, whether it's a photo, voice note, or jotted note. Using the framework to guide their entries, participants will create valuable environmental data.

### PR STRATEGY

**TREND SEEDING:** Nature-core aesthetics and “touch grass” content is on the rise. Through strategic creator partnerships, *#FieldNotes* embeds directly into this cultural shift.



## PHASE 3

# DONATE THE DATA

## DAY 31: THE REVEAL

### EXECUTION

As observations accumulate in the *Field Notes Record*, personal documentation becomes collective evidence. Contributors are credited in the findings, continuing Jane's belief that every observation matters.

Just as Jane turned meticulous field notes into evidence that shifted global understanding, this generation transforms everyday documentation into proof that drives policy.

AI synthesizes the growing record into actionable findings. At the close of the 30-day window, JGCI presents this youth-generated evidence to municipal and provincial leaders. In Jane's spirit, observation becomes action.

### PR STRATEGY

**FIRST-OF-ITS-KIND HOOK:** This isn't tech for tech's sake. It's a first-of-its-kind power shift. We position *Field Notes* in the media as a novel data-as-donation initiative.

**THE NETWORK EFFECT:** The more data uploaded, the more powerful the record becomes. Each contribution strengthens the dataset. After 30 days, the record continues to grow, fueling long-term impact and amplifying Gen Z's voice in shaping policy.

# HOW WE AMPLIFY



## HOPE IN ACTION STREAK

Gen Z is motivated by streaks; visible proof of consistency and commitment. By uploading weekly observations to the *Field Notes Record*, participants build a shareable “Hope in Action” streak.



## SUBSTACK

Substack is rapidly growing among Gen Z as a storytelling platform blending text and visuals. *Field Notes* outtakes will publish there as a serialized editorial stream, creating space for social dialogue around the findings.



## ROM EXHIBITION

Following the launch, the exhibition will remain open throughout October, offering Gen Z a chance to experience Jane’s method firsthand. Attendees can scan a QR code to access the *Field Notes Record* and contribute their observations.




# BEYOND THE BUZZ


## WHY IT WORKS

 **Jane's Method, Continued**

 **Mobilizes Action**

 **Ready To Scale**

 **Habits Become Power**

 **A Systemic Hack**

# INTO THE IMPACT

## HOW WE MEASURE SUCCESS

### Cultural Impact

Earned National Coverage  
Impressions & Share of Voice

### Behaviour Shift

Number of Gen Z *Field Notes* Submitted  
Geographic Spread & Repeat Participation

### Narrative Shift

Sentiment Analysis  
Media Framing: Youth as Environmental Contributors

### Longevity

Sustained Engagement  
Inquires from Other Countries





## FIELD NOTES

Gen Z is the most documented generation in history. They're vlogging, snapping, streaking, and capturing nearly every moment in real time. Yet the power of that record has never been placed in their hands.

### THE BIG IDEA

Inspired by Jane's journals, the Jane Goodall Institute of Canada launches Field Notes, a national movement turning Gen Z's daily documentation into environmental proof. By uploading observations from their communities, they build a living, open-source biodiversity record. Patterns emerge. Impact becomes undeniable. For a generation rich in data but cash-poor, Field Notes invites them to donate what they already have: proof.

It's a first-of-its-kind movement, setting a new standard for turning everyday actions into real-world change.

### PR STRATEGY

The PR strategy for *Field Notes* is designed to shift Gen Z from passive anxiety to active participation.

Our target audience is Gen Z Canadians who are feeling environmental doom, powerless against systems that seem too big to change. The truth: their everyday habits hold untapped influence.

*Field Notes* will launch on October 1, 2026, one year since Jane's passing, harnessing the heightened media attention. The campaign will meet our audience across three key touch points:

- IRL: The campaign launches with an IRL PR installation which will remain open to the public throughout October.
- Earned Media: Targets include top-tier national outlets (The Globe and Mail, CBC, Toronto Star), youth/culture platforms (BlogTO, VICE, Narcity), and environmental and tech trades to underscore the innovation behind data-as-donation (The Narwhal, Wired).
- Social Platforms: TikTok, Instagram, and Substack are core distribution channels for launch messaging and ongoing correspondence.

### EXECUTION

Field Notes unfolds in three phases designed to build credibility, culture, and scale.

#### 1. ACTIVATE THE ARCHIVE (Launch)

October 1, 2026: We unveil the *Field Notes Record* at a ROM press event, marking one year since Jane's passing. The exhibition opens with a curated archive of Jane's journals, intentionally unfinished, inviting Gen Z to continue the record. Media previews and partner

toolkits roll out the same week to secure national coverage and establish the “data-as-donation” narrative.

## 2. MOBILIZE PARTICIPATION (Weeks 2–6)

Through owned social and creator partners we distribute #FieldNotes prompts guiding audiences to upload local observations. Substack publishes weekly *Field Notes* dispatches highlighting emerging patterns and credited contributors.

## 3. DONATE THE DATA (Ongoing)

As submissions grow, AI-generated insights are released publicly and shared with policymakers and partners. What starts as documentation becomes collective evidence, scaling from cultural movement to systemic infrastructure.