

Jane & Finch



Campaign Summary

Finch is an app where millions of Gen Z users nurture their own personal digital pet bird by completing small daily wellbeing habits. It's like a Tamagotchi, but with a positive habit forming mechanic.

The Jane Goodall Institute of Canada partners with Finch to introduce Jane – a community pet chimpanzee who lives in a new tab alongside your personal pet. Jane doesn't belong to you. She belongs to everyone. She thrives when your community completes small, real-world environmental actions like eating a plant-based meal, picking up litter, or turning off unused lights. The more your community acts, the more Jane flourishes.

Named for Dr. Jane Goodall herself, the community pet embodies her most fundamental belief: that individual actions, taken together, create transformative change.

Insight

Gen Z cares deeply about the environment but feels paralyzed by its scale. Traditional conservation campaigns ask young people to care about systems too big to see and problems too large to solve alone. But Finch has already proven something important: encouraged by love and care, small, manageable actions can become habits that make a real difference.

The insight is simple but powerful. If millions of young people are already building daily self-care habits through Finch's personal pet mechanic, what happens when you point that same idea outward toward their street, their city, and their planet?

Solution

Jane & Finch is built around an integration that meets Gen Z where they already are. A new Jane tab lives inside the existing Finch app – no new download, no new behaviour to learn, just a natural expansion of something millions of young people already love. As users complete JGIC-curated environmental actions and Jane thrives, the app generates shareable cards for social platforms. And a community leaderboard makes the progress visible and deepens the relationship between users and the Institute's real on-the-ground conservation work.

How it Works

Users open Finch and discover a new tab: Jane, their community's pet chimpanzee. Daily environmental actions – verified and curated by JGIC – appear as simple tasks. Complete them, log them, and Jane visibly thrives. Neglect them and she struggles. The same gentle accountability mechanic that makes Finch's personal pet so effective. As more community members join and act, Jane grows stronger, unlocking new animations, new facts about real JGIC conservation work, and new actions to complete. Inviting friends via social media accelerates Jane's growth, turning the platform into a grassroots recruitment tool. Jane & Finch meets Gen Z exactly where they already are, with a mechanic they already love, and redirecting it toward the world.



Jane Goodall Institute
Canada

x



Finch


Jane & Finch

Every action feeds something bigger than yourself.

Finch is an app where millions of Gen Z users nurture their own personal digital pet bird by completing small daily acts of self-care. Finch, meet Jane.

Jane is a *community* pet chimpanzee who lives in a new tab. Jane doesn't belong to you. She belongs to everyone. In Finch, your bird flourishes when you complete small actions like brushing your teeth or journaling. Jane thrives when you complete community minded actions, like picking up litter or planting a tree.

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 Did you know?
80% of Canadians are concerned about biodiversity loss and climate change. Get your friends involved!
Just now

