



YOUNG LIONS COMPETITIONS

17-21 JUNE 2024

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PROJECT DANDELION DIGITAL BRIEF

**Use the power of digital to build a dynamic community of global Dandelions;
together, we can build a climate-safe world for all**

Background

Make no mistake – the climate crisis is a communications crisis. It is:

- **too complex.** Language is too academic and inaccessible to mainstream audiences.
- **too quiet.** The climate movement is siloed and is not reaching *or* engaging enough people – and enough new people.
- **too distracted.** The media is focused on far-fetched tech solutions and doomsday predictions.
- **too politicised.** We're seeing increased nationalism, strife, catastrophes and the sway of short-term profits of oil and gas companies. Today, 57 state-owned, shareholder-owned and private oil, gas and concrete companies emit 80% of carbon emissions. Just 57!
- **too dominated by misinformation.** Fossil fuel companies are driving the narrative – spending billions, and reaching billions, with greenwashing and propaganda.

We are on the cusp of a climate-safe world, but because we're not moving fast enough, we're now facing a catastrophic climate and nature crisis. And unfortunately, our leaders and people in power are just kicking the can down the road – falling trap to fossil fuel propaganda, facing increasing nationalism, not realising the climate crisis is borderless.

The reality is that if we don't solve the climate crisis, we won't be able to solve any of the issues we care about – because every issue is a climate issue. The climate crisis is the intersectional issue of time. But there is still hope. We can reverse the course we're on.

We need a new way. And it begins with a first-of-its-kind global advocacy campaign.

“This moment calls for the feminist attributes of unity, collaboration, focused action and shared understanding. Are we going to maintain an order that has led to this terrible impasse or call for a different future...?” - Wanjiri Mathai



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Introducing Project Dandelion, a campaign on a mission to bring more people into the movement for climate justice. Led by women, uniting the voices of front-line workers, Indigenous communities and all who support climate action to pressure our leaders to follow through on their commitments and amplify solutions leading change for a climate-safe world.

The Dandelion is traditionally seen as a symbol of hope and resilience. It is the only flower that lives on every continent, thriving in a wide range of elevations, soil types and conditions. Dandelion, meaning 'the tooth of a lion', inspires us because of its joy, resilience, speed, depth, perseverance, predictability, consistency and the need to build community. Our symbol is a badge of solidarity, resilience, regeneration and growth.

Like the dandelion, we waste no opportunity to find our way into every field and crevice to spread climate justice. To seed more dandelions.

The challenge

Today no global mass advocacy campaign exists that unites people around the world, amplifies local solutions and pressures our leaders to do more to fight the climate crisis.

Overall, our goal is to shift **from**

the vocal minority: individual activists willing to go to extreme lengths to have their voices heard

to

the mobilised majority: giving ordinary people a united voice and platform to push their leaders to deliver a climate-safe world for all.

People feel more should be done to address the climate crisis both individually and by their governments: 89% of people want stronger climate action from governments today ([Gallup poll, 130,000 people from 125 countries, February 2024](#)).

But they also systematically underestimate the willingness of their fellow citizens to act. They tend to think they're alone in this fight. Therefore, we must show people they're not alone in their desire for climate action. Together, we can use our collective voice to be heard by those in positions of power.



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Specifically, our job is to build momentum and recruit Dandelions in the lead-up to COP30 in Brazil in November 2025, where our leaders will be making critical commitments to reduce carbon emissions and transition from fossil fuel consumption to renewable energy.

Target Audience

In total, 89% of people want stronger climate action from governments today. They want to take action for climate justice and want their governments to do more, but they often don't know how or where to start. We want to show them there's a place for everyone in the climate movement and that by unifying, we have the power to push our leaders to do more and hold them accountable.

Our segments are united by mindset. We're generationally and geographically diverse. What do these people have in common? A belief that together, we have the collective power to drive positive change.

KEY SEGMENTS TO FOCUS ON FOR THIS BRIEF

Primary

Digital noisemakers – they're young, they're alarmed and they know how to make noise and cut through the noise. They use social media platforms to connect and organise, educate, mobilise, address systemic issues and challenge prejudice. They understand the intersectional nature of climate justice. They want frontline defenders to know they've 'got their backs'.

Secondary

Front-line defenders – the climate crisis directly impacts their livelihoods and the future of their families and communities. As a result, they're responding to the climate shocks that are happening every day. They have stepped up and are leading themselves rather than waiting for government officials. They're smallholder farmers in Ethiopia, garment workers in Bangladesh, trash pickers in India, forest protectors in Panama, people living with rising sea levels and hurricanes in the Gulf South of the USA, and Indigenous communities in Northern Canada. They are digitally connected and mobile-first.

At the end of the day, Project Dandelion is a place for everyone. We want people to feel part of a positive movement for progress. For those who choose hope. We choose and *need* you.



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Insight

“We need a climate movement that is more powerful than the fossil fuel industry...and we’ll only achieve that kind of critical mass mobilisation by reaching large numbers of people with stories that move them to care and to do something.”

Dr Peter Kalmus, NASA’s Jet Propulsion Lab, speaking and writing on his own behalf

We will begin by establishing the Dandelion as a symbol of solidarity and climate justice worldwide. (Think red ribbon for HIV/Aids, rainbow flag for LGBTQ+ rights, Pink for breast cancer).

Strategy

Our strategy is simple: show the world you’re a Dandelion, via digital.

Our goal is to spend the next year uniting 10 million people around the world to be ready to mobilise for COP 30 in November 2025. Think of Project Dandelion as Batman’s bat signal. We want to be able to create a call and response with Project Dandelion. To have people self-identify/badge digitally that they are Dandelions and be ready to mobilise around specific asks down the road.

Our task here is to give the Dandelion symbol more power – by recruiting dandelions and encouraging them to publically signal, ‘I am a dandelion’.

Our priority for today is:

Unite around the world

Uniting individuals across generations, geographies and more. By becoming a dandelion, you are self-identifying as sharing our values and solutions for a climate-safe world that is liveable for all.

We want to spread the Dandelion symbol across digital platforms for people to see and want to learn more about it – ultimately joining the Dandelion movement with others.



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Key Message

Become a Dandelion. Together, we can build a climate-safe future for all.

Personality

Hopeful. We harness people's passion, ingenuity and hope for a better future.

Optimistic. We're not resigned to a warming planet. We still have time to reverse what has been done and stop what is potentially coming.

Dynamic. We recognise the urgency of the climate crisis and respond in kind. We are nimble, energetic and a force for change.

Bold. We are here to ask the tough questions of global leaders and hold them accountable.

Brave. We reflect the resilience of women worldwide. We respect their bravery in taking a stand to fight for justice and want them to know we have 'got their backs'.

Inclusive. We bring new voices to the climate movement and ensure that all are heard. The creative energy of diverse perspectives will help us drive change.

Actionable. We make climate justice more accessible and actionable.

Accountable. We are accountable to ourselves, our community and our supporters.

Fair. We are led by justice for all.

Straightforward. We are not scientists. We speak directly. We don't use jargon or policy language.



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Campaign Dos and Don'ts

Do

- speak like a regular person. We're a global brand so we should keep the language simple and clear – often even the smallest wordplays or idioms don't translate
- talk about the climate crisis with hope. Inspiration: 'What if our best days are ahead of us?' - Jade Begay, Indigenous Advocate and Climate Researcher
- use the term climate crisis, not climate change or global warming
- centre the voices and experiences of women, inclusive of women of all backgrounds and gender expressions
- use your own community/lived experience of the climate crisis – which differs across the globe, from extreme heat to floods, storms, drought, etc. – to inform your approach
- speak truth to power, without being rude.

Don't

- use climate jargon
- use 'global warming' or 'climate change'
- request a heavy lift for people to get involved
- use doom-and-gloom language to talk about the climate crisis
- focus on individual action – e.g. recycling, driving an EV – or technology solutions to adapt to the climate crisis
- ask people to donate – this is not a fundraising campaign.

Specific Deliverables

Each team will be submitting an A3 format entry that showcases their digital campaign. This must include:

1. a digital presentation image – a visual overview of your work concisely summarising the brief
2. a four-part written submission – to give more context to your work. This includes:
 - a. background – overview of the brief, objectives, etc
 - b. creative idea and insight – including brand relevance and target audience
 - c. strategy – including data gathering and approach
 - d. execution – explaining the implementation, timeline, placement and scale.
3. OPTIONAL: a digital supporting image – a maximum of 3 digital images that may support your entry in the Jury room.



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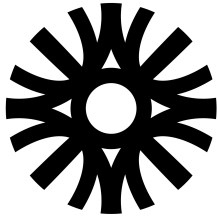
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APPENDIX:

[BRAND OVERVIEW](#)

Our Dandelion symbol:



ProjectDandelion.com

Instagram: [@projdandelion](#)

Twitter/X: [@projdandelion](#)

Facebook: [@projdandelion](#)

LinkedIn: [@Project Dandelion](#) (@projdandelion)

TikTok: [@projdandelion](#)

Link to assets [HERE](#)

FAQ

1. How long has Project Dandelion been live?

Project Dandelion went public in September 2023 right before COP 28. Today thousands of Dandelions around the world who have raised their hand and badged themselves as Dandelions (NGOs, foundations and individuals). Our goal is mass mobilization - to seed more dandelions. We want to create an easy way for people globally to show they are Dandelions to their friends, community, and the world.

2. How big is Project Dandelion today?



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Since its launch in 2023, Project Dandelion has recruited and activated a community of 50+ global leaders (politicians, indigenous leaders and heads of state), 166 partner organizations, over 12,000+ supporters from all around the world and generated over 500 million unique impressions through global activations during COP 28, International Women's Day and Earth Day. Most recently, Project Dandelion has been recognized by [Fast Company](#) as a 2024 World-Changing Idea.

3. Why is the campaign women-led?

Women are the most impacted and the most engaged in the climate crisis right now.

Extreme weather events such as droughts and floods have a greater impact on the poor and most vulnerable, and 70% of the world's poor are women.¹ It is estimated that 80% of people displaced by climate change are women.² Women are 14 times more likely to die in a climate-related disaster than men.³

As a result, women are the most engaged in community-based solutions. States with larger proportions of women in their legislatures are more likely to approve environmental agreements and treaties.⁴ When more women are involved in group decisions about land management, the group conserves more.⁵

4. Why is the Dandelion so strong?

The sunny yellow flowers go from bud to seed in days. But their lifespan is long, an individual plant can live for years, so the dandelion lurking in a corner of the playground might be older than the children running past it. The roots sink in deeper over the years, and can go down 15 feet. Like the Hydra who sprouted two new heads for every one that was cut off, the roots clone when divided; a one-inch bit of dandelion root can grow a whole new dandelion. Dandelion leaves can shove their way through gravel and cement, and thrive in barren habitats.⁶

¹ [IUCN Resources](#)

² Climate change exacerbates violence against women and girls

³ UNESCO

⁴ Council on Foreign Relations

⁵ Women in climate change policy: Give them their due

⁶ [Ten Things You Might Not Know About Dandelions](#)



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5. What is COP 30?

COP stands for Conference of the Parties, and it's an annual meeting hosted by the United Nations for countries that are part of the U.N. Framework Convention on Climate Change (UNFCCC). The 2025 UN Climate Change Conference (UNFCCC COP 30) will convene in November 2025 in Brazil. COPs are the highest decision-making body of the Convention, and they represent all states that are parties to the Convention. At COPs, countries review the Convention's implementation and make decisions to promote it. COPs are also important because they allow governments to: Measure progress, Negotiate ways to address climate change, Raise awareness of the threat of climate change, and Share their stories and solutions. COPs are held in different cities each year, and some of the people who attend include:

- Politicians
- Diplomats
- Representatives of national governments
- Fossil fuel lobbyists
- Land and environmental defenders
- Indigenous people
- Climate organizations