

Design By Nature

2020-21 LIVING BRIEFS



Brought to you by Hubbub



Registered Charity No. 1158700

designbynature.org.uk

Hello from Hubbub

We're an environmental charity with a difference. Our purpose is to inspire ways of living that are good for the environment. We do this by designing campaigns that make environmental actions desirable. We disrupt the status quo to raise awareness, nudge behaviours and shape systems. We do this with knowledge and playfulness, and we won't make you feel bad.

Design By Nature, brought to you by Hubbub, is an initiative that challenges university students to find new ways to tackle environmental issues affecting our day-to-day lives. We celebrate innovation, creativity, disruptive thinking, collaboration and insight-led ideas that make sustainable living second nature.

This second year of Design By Nature links to the creation of a nature-led project in Manchester. We're running three living briefs around the theme **'Good things happen when we connect people to nature'**.

Once you've entered Design By Nature and if your idea is successful, the journey won't end there. We're keen to support upcoming creatives and help **bring successful ideas to life** with the potential to offer seed funding or pilot ideas in the Hubbub campaign.

Ready to dig in?



Brief 1

Green is the new black

Imagine a world where young people engage and connect with the natural world the same way they engage with the latest social media trend.

Context

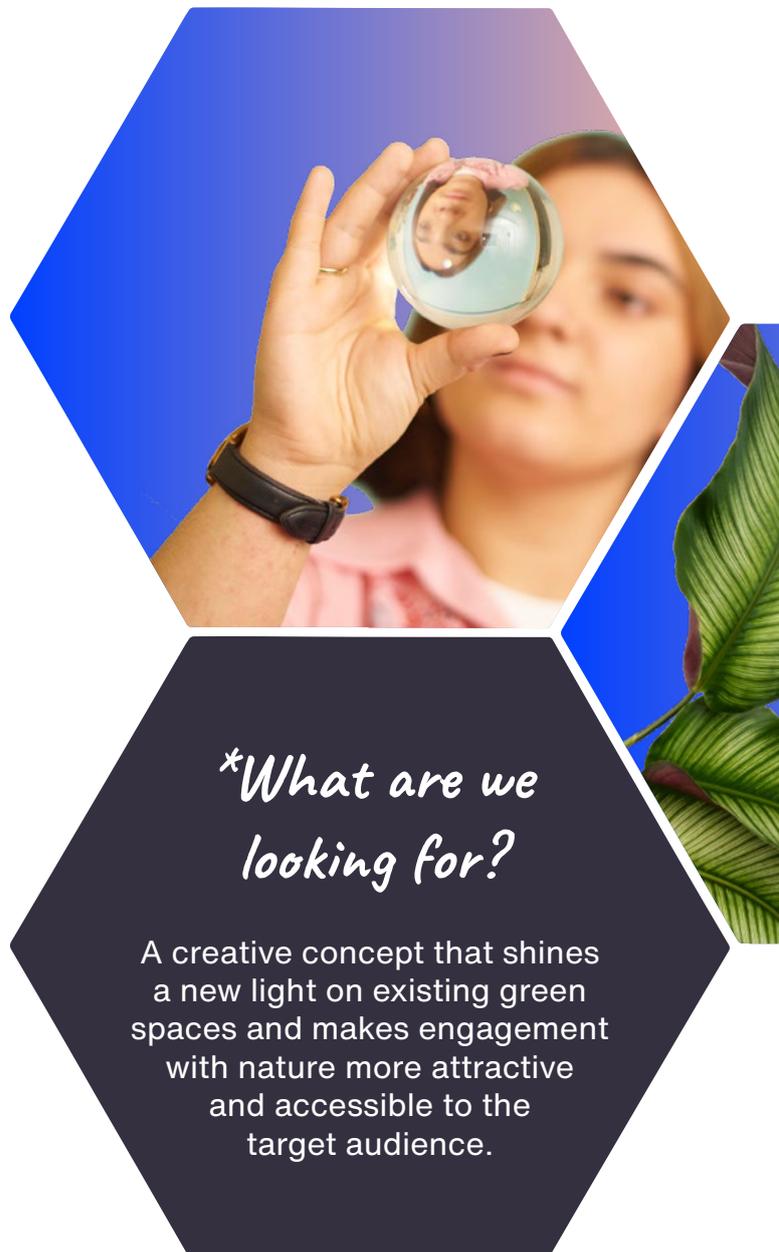
Research has shown that simple exposure to nature is good for us. Time spent outdoors, engaging with nature can bring many benefits, including health, wellbeing and reduced stress levels. However, research shows that around the early teenage years (13-18) there is a clear dip in people's emotional attachment to places of nature which can later lead to young people feeling disconnected from the green spaces around them.

The challenge

Inspire young people (18-25) living in Manchester, or a city of your choice, to explore and spend time in their local green spaces and engage with the nature on their doorstep in their everyday lives.

Audience

Young people (18-25).



**What are we looking for?*

A creative concept that shines a new light on existing green spaces and makes engagement with nature more attractive and accessible to the target audience.

Thanks for using your creativity for good. Let's Design By Nature.

Please consider the environment before printing.

The important stuff

Root of the issue

Check out the **insights and tips pack** filled with existing research, information on the target audiences, key insights and inspiration.

Key considerations

This should be an insight-led project. Have a look through the reading list and the resources linked in the insights pack to explore the topic.

Have a think about the audience you would like to target and how your idea can break down the barriers to nature they may face.

The best ideas often come from more than one mind working together. Join forces with other students – people from other courses, specialities or backgrounds may have a completely different (and beneficial) insight on your ideas.

Consider how your idea connects people to nature. We would love to hear your thought process about this and how you arrived at your idea.

Sometimes trends in one area may influence another. For example, there is a strong link between what's happened in the food industry and what is now happening in the fashion industry. What can we learn from other industries, areas, cultures etc.?

It's important to think about the sustainability of your idea, the materials you use, it's longevity etc.

What we're after

All work entered will be judged by a panel of experts. We're looking for slightly different approaches to each brief but overall we want to celebrate insight-led, tangible ideas which creatively solve these challenges. Your idea could take the form of a communications campaign, an app, way-finding, installations, service or a product or none of the above - we're open to new innovative ideas!

Deadline 31st May 2021

Ready to submit your idea?

Head to designbynature.org.uk

You'll need to submit:

- A short summary of your idea (600 characters or less).
- A PDF which includes research, process and/or outcome images to visually show your idea and how it works. (Less is more!) Max file size is 10MB.
- x3-4 'hero' images which showcase your idea. (PNG/JPEG) Max file size is 4MB. If successful, these will be used to promote your project.
- An *optional* video (URL needed).

You'll be contacted in June if your idea has been successful. Good luck!

Beyond the briefs

Once you've entered Design By Nature and if your idea is successful, the journey won't end there.

We're keen to support upcoming creatives and help **bring successful ideas to life** with the potential to offer **seed funding** or **pilot ideas** in our nature-led campaign.

Stand-out ideas will also be celebrated on social media and top design press. If you've come up with an amazing solution that can really make a difference, we want to shout about it!

Check out last years commended entries: designbynature.org.uk

Any questions?

Get in touch:

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#DesignByNature

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