



Mission Model Canvas

Project title:

EcoPUB

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Version:

Partners & Support ?

Which persons and organizations can support your project and act as intermediaries?

- Citizens
- We the People (some citizens)
- Happycitylab (Dan Acher)
- Civil Society
- One Planet Lab
- WWF (Ingrid Fumasoli)
- Greenpeace
- Swiss Youth for Climate (Adrien Legrain, Anaïs Campion)
- Artisans de la Transition
- Alliance Sud
- Political
- Green Party
- Green Liberal Party (Marc Wuarin, Pascal Seeberg)
- Federal Council for the 2030 Agenda (M. Jacques Ducrest)
- Eco-responsible Business
- BLab (Jonathan Normand)

Activities ?

What activities does your idea need?

- Engaging decision-makers (SRG SSR and Federal Government)
- Proposal writing
- Campaigning / Community management
- Managing volunteers

Resources ?

What do you need to implement your idea? (e.g. physical, material, personnel, etc.)

- 1 full time person during 1 year (Coordinator/Campaigner)
- 1 hosting structure, such as a sustainability Lab (10%-20% person's time offered to the hosting structure)

Offer ?

Proposal 1: "1-min for climate" piece after each weather forecast
Proposal 2: label ads of unsustainable products with a disclaimer

What proposition and value do you offer to the people you want to address?

- To SRG SSR: according to Swiss Constitution, they have an obligation to "education and free-opinion forming". Hence, the "1-min for climate" proposal supports their mission.
- To Government: Proposals 1 and 2 combined will raise public awareness and hence our representatives can be more ambitious on legislation related to sustainability
- To Environmental organizations: raising public awareness on global sustainability issues and hence on their work!
- To small and eco-responsible businesses: rewarded with economic incentives, since advertisements of unsustainable products and big corporations are disfavored.
- To citizens: free high-quality sustainability-related content

Relationship, Community ?

How do you maintain relationships with your target groups?

A dedicated full-time coordinator embedded in a bigger structure, such as WWF or One Planet Lab, managing the relationships with decision-makers, and amplifying the community activities with volunteers

Channels ?

Which channels will you use to reach your community?

- Personal and professional contacts of coordinator, volunteers, hosting organization
- Press Media, Social Media
- All Media Outlets, including TV and radio in phase 2 (once proposals are implemented!)

Target groups ???

Who do you want to address with your idea or project?

- SRG SSR, Swiss Broadcasting Corporation board and programming unit, for proposal on „1-min for climate“
- Federal Government politicians, for proposal on „label ads of unsustainable products with a disclaimer“

Who will jump at it?

- Environmental organizations' marketing&comms unit
- CEOs and business developers of Small and eco-responsible businesses
- Everyday citizens

Budget ?

What costs do you expect to incur in order to realise your idea?
What are the costs?

- 90'000-110'000 CHF – 1 person, 1 year
- 4'000 CHF transport (abonnement general)
- 1'000 CHF compensation for using personal laptop and phone
- 1'000-3'000 CHF consulting in basic communication materials

Impact ?

Phase 1: until proposals are implemented
Indicators: (1a) number of supporters of the proposals (2a) number of supportive decision makers

Phase 2: once proposals are implemented. These proposals help raise public awareness of global sustainability challenges. Public awareness precedes collective action. (*)
Indicators: (2a) audience rate of "1 minute for climate" (2b) number of ads with a disclaimer (2c) public awareness surveys (2d) increased number of memberships/followers of environmental organizations (2e) increased number of supporters of sustainability Initiatives

*According to a public survey of the Ipsos Agency [Perils of Perception: climate change], people say they know about climate, but they don't really know. For example, very few can tell the 3 top individual actions to tackle climate change (let alone the 3 top systemic actions).