



Mission Model Canvas

Project title:

Footprint

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Partners & Support 🤝

Questionnaire / data recovery: ideally organizations such as WWF or myclimate, which have existing carbon footprint measurement questionnaires and membership networks

Network / marketing: the support of art lovers and people committed to the climate cause could help make this project a success

Exhibition: the support of an art gallery or exhibition space to show the artwork

Activities 🏃

This idea requires the participation of about 900 respondents. These people will have to complete a questionnaire to measure their carbon footprint and to define an individual and a collective measure to reduce carbon impact

Resources 📦

Material: 5'000 paper tiles (i.w. 900 printed), 5'100 paper pegs
Time: 4-6 weeks to collect data
1-2 weeks to process the data
3 weeks to create the tiles, pegs
50 hours to assemble the work
Technical solution: for data recovery (900 questionnaires, EN, DE, FR if possible)
Network / marketing: to reach around 900 respondents
Exhibition: a space to host the artwork

Offer 🎁

“Anything that is measured and watched, improves”
Bob Parsons

We all know our height, our weight, our shoe size, but do we have an idea of our carbon footprint? This art project will ask people to "weigh" their carbon footprint and to imagine a measure to reduce it at an individual level and at a collective level through policies/economy. The data collected (carbon footprint, individual measure, collective measure) is then used to create an artwork of 7 meters by 3.5 meters, representing a huge human footprint made up of 5'000 paper tiles and the 900 participants' responses. The work can be hung horizontally or vertically

Relationship, Community ❤️

All respondents will be invited to come and discover "their" work

Then the idea is to recontact participants (who wish to do so) within a year in order to evaluate and measure their footprint again and to define further reduction measures. The artwork can be "updated" with the new answers

Channels 📺

WWF / myclimate (if collaboration with them is possible)
Clima Now network
Social networks
Network of the gallery / exhibition space
Personal network

Target groups 👥

Ideally the participants should be as large as possible to encourage varied responses

People interested in climate issues and the art world, will be more inclined to take part in the adventure or to come and see the result of this project

The target group is between 20 and 45 years old, swiss, urban and rather female

Budget 💰

Material: CHF 6'000.-
Questionnaire / data recovery: CHF 4'000.-
Artist's salary: CHF 4'000.-
Marketing: CHF 3'000.-

TOTAL: CHF 17'000.-

Impact 🌱

First of all, the impact of the creation of the work is limited (use of recovered or recycled paper only). Then the participants will know their exact carbon footprint and will commit to reducing it. Moreover, the people who will see the work will certainly find examples to reduce their own footprint. Finally, the idea would be to invite political and economic actors to come and discover this work and the proposals made by the respondents