

# You Count

AN OPEN CREATIVE BRIEF FOR EVERYBODY WANTING  
TO TAKE A STAND AGAINST CLIMATE CHAOS

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**i**count

We can stop climate chaos

# 1 Climate change - and the I Count campaign

## Our Challenge

Climate change is acknowledged to be one of the single greatest threats facing the world.

More extreme weather and environmental damage will cost the lives of millions, ruin the livelihoods of hundreds of millions more, severely affect animal and plant life and cost billions of dollars. This isn't a problem for future generations, it's happening now and touches every area of our lives.

**But while the challenge is great, we can stop climate chaos. This is what I Count is all about.**

## Our Campaign

I Count is the campaign of the Stop Climate Chaos coalition, bringing together a wide number of environment and development organisations, unions, faith, community and women's groups. Oxfam, Greenpeace, Friends of the Earth, RSPB, WWF, CAFOD, the Women's Institute – these are just some of the organisations already on board.

The message of I Count is simple: each person is a force for change at a political and a personal level. How we influence our politicians... how we consume... how we effect change and have an impact on the environment through the choices we make. This campaign is all about people and the difference they can make.

I count.  
you count.  
We count.  
this counts.  
together, we can stop climate chaos.

## 2 Your mission, should you choose to accept it

I Count is all about people and the difference they, we, can make.

Our message and communications style is personal. A lot of campaigns claim to give people a voice – but I Count genuinely will. That's why we need your help.

All artwork and images for I Count will be generated by campaign supporters – artwork for fliers, images on the website, advertising, information literature... the lot. Check out the creative style of [postsecret.com](http://postsecret.com) – personal, real, honest and compelling. That is the kind of feel I Count will be trying to capture.

We need your help in order to build up a library of images and artwork to use in the campaign. It might be a Polaroid, a doodle on a napkin, a handwritten message, a photomontage, a beer mat sculpture, a piece of postcard art, a tattoo, an Etch A Sketch, an embroidered message... there is no restriction on the medium that you use. It's your voice and your choice.



### 3 The Campaign messages

It's important we communicate the right message. To help give you a guide, we have highlighted four themes. Take your pick from one of these four themes and use whatever materials and words you wish.

#### **The Opportunity: We can stop climate chaos.**

There's nothing inevitable about this. If we work together, we can stop climate chaos.

#### **The Challenge: Climate change demands climate action.**

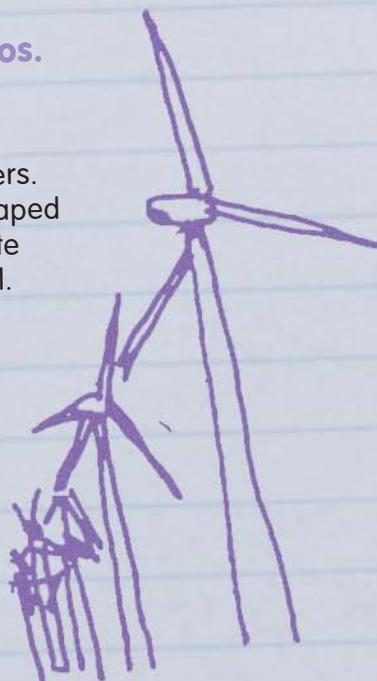
Encouraging words are not enough – the time for action is now. Our politicians must make climate change a top priority and demonstrate real leadership. And we can make a difference through how we live our lives.

#### **The Price: We can't pay the price of climate chaos.**

Climate change affects everything. Drought and disease will hit people in the developing world. Extreme weather will bring more natural disasters. The natural environment is already being re-shaped and species being wiped out. The cost of climate change is economic, human and environmental.

#### **The Commitment: I care. I count.**

What will you do to stop climate chaos?  
Put pressure on politicians?  
Make changes around the home  
and in your life?  
Help spread the word? Your actions count!



## 4 Some helpful thoughts (we hope)

Although we aren't prescriptive about submissions, here are a few guidelines for the kind of material that would work best.

### Positive and Inspiring

We aren't trying to scare people. Climate change is a serious business, but we don't want a Doom and Gloom campaign.

### On Message

Remember what I Count is about... the threat of climate change.. the importance of protecting our planet... the impact we have... our potential to make a difference... the importance of political and personal action. These are the messages we need to communicate. Hopefully the previous page will give you a useful steer on this.

### Keep it clear and simple

Material should communicate a simple message that can be read and understood immediately. Don't try and say everything – but make sure that you're saying something!

### Hand Made

Not a hard and fast rule, but we do want artwork to feel personal to you, not polished and perfect. So push your computer away and get creative.

### Personal

I Count is all about giving people a voice. So think about what climate change means to you, what you care about and what you will do.

What message do you want to communicate?

### Legal and Ethical

I Count will not use material that is offensive, defamatory, in breach of copyright or produced in an illegal manner.



## 5 Supplying artwork and a word about copyright

### Supplying Artwork

Please send us, whenever possible, the original artwork for your creation. That way, we can ensure that it is photographed or scanned correctly.

If you are only able to supply digital artwork, please bear in mind that this should be supplied at a high resolution – a minimum of 300dpi.

The chief point of contact, for providing artwork or asking questions, is:

**Eve Conboy**

**Telephone: 020 7435 7070**

**Email: eve@provokateur.com**

### An Important Word About Copyright

Please be aware that by contributing images to the I Count campaign you grant us the ongoing and unrestricted right to use them within our communications. That's what makes it so exciting. You could find your picture on the side of a bus, online or on a 48-sheet billboard poster.



We can stop climate chaos

*Who are you?*

*Please include your name somewhere – anywhere – in your creation.*

*you don't have to, but it would be a nice touch – and when you see your artwork in print you'll be able to show people and tell them "i did that!"*