



JCDecaux

CASE STUDIES

USING THE POWER OF THE PUBLIC SCREEN TO CHANGE THE FACE OF CLIMATE ACTION

Futerra 'Everyday Climate Heroes'



BACKGROUND:

The charity Futerra Solutions Union is dedicated to using the power of culture to accelerate sustainable development. The charity worked with renowned photographer Rankin to glorify ten ordinary people doing extraordinary things for the climate. The 'Everyday Climate Heroes' campaign was designed to inspire people and show that climate action isn't just for politicians, scientists and protestors. No matter who you are or what you do, there's a climate hero in all of us.

CAMPAIGN DETAILS:

Two weeks in November 2021, during COP26

National campaign

Digital small and large format

City centre, major road and rail channels

CAMPAIGN OBJECTIVES:

Build mass awareness of the fact that anyone can have a positive impact on climate change

Use OOH media's democratic, universally accessible platform to profile new, unexpected faces of climate action

Build mass awareness that, no matter who you are, everyone has the power to make a positive impact on climate change

Cut through the busy COP26 comms landscape with a fresh, inspiring message





We couldn't be happier with the results of this campaign.

At the pivotal moment of COP26, where politicians and activists dominated the headlines, we wanted to tell a different story - a story about ordinary people doing extraordinary things for the climate, because too often climate action can seem unobtainable, unusual or elite.

JCDecaux gave us an incredible amount of support, curating a campaign which raised up the voices of our featured Climate Heroes and delivered mass reach of our crucial message: there's a climate hero in all of us, no matter who you are.

Out-of-Home's public screen holds vast potential to shift cultural attitudes and behaviours for the better.

LAURA HUNTER
EXECUTIVE DIRECTOR, FUTERRA SOLUTIONS
UNION