

A woman with long, flowing blonde hair is seen from behind, walking away from the camera through a lush green field. The sun is low on the horizon, creating a warm, golden glow and long shadows. The background shows a line of trees and a small white structure, possibly a house or shed, under a clear sky.

collectively

INTRODUCTION

A Shared Vision for a Better World

A future where sustainable ways of living are the new normal.

By 2050 we will be a global population of 9Bn, all of whom rightly aspire to live better lives.

In the developed world, the choices that we make in what we consume are damaging our planet and are often furthering social inequality.

What's needed is a fundamental shift in the norms of how we live and consume: a 'new normal'.



The Audience we're aiming to engage:

THE MILLENNIAL GENERATION

1.8Bn strong, the millennial generation (aged 18-34) will be 75% of the world's workforce by 2025. They are the generation about to inherit our workplaces, communities and cities. They're looking for a different way of doing things, but don't always feel they have the power to affect change, or feel they have to trade off doing good and feeling good.

KEY SEGMENT: THE ASPIRATIONALS

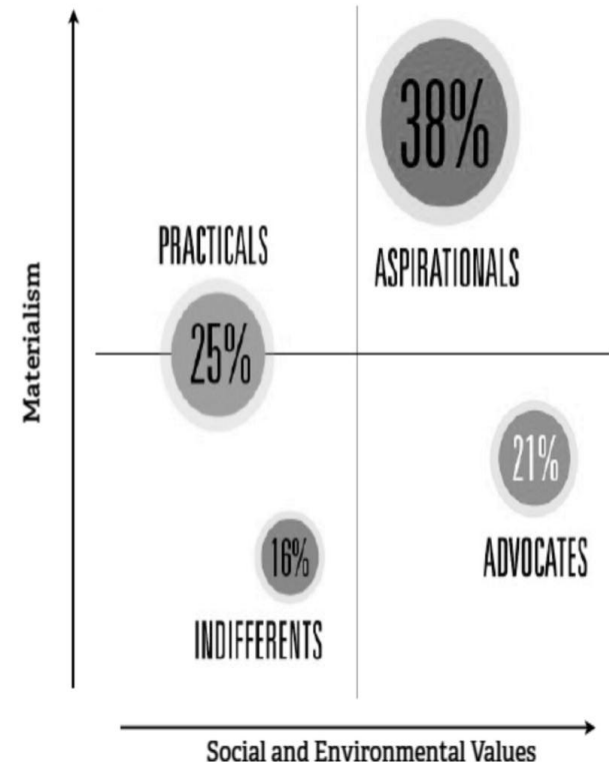
93% — I like shopping for new things that excite me.

50% — I trust global brands to act in the best interests of society.

95% — I believe we need to consume less to preserve the environment for future generations.

90% — I encourage others to buy from socially and environmentally responsible companies.

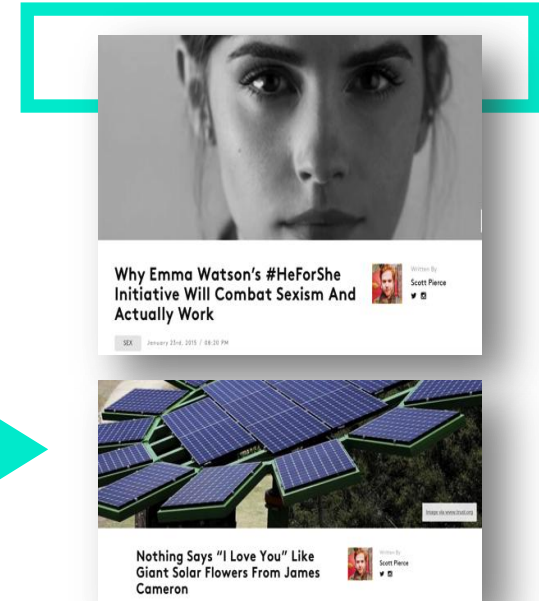
90%



Source: The Aspirational (Globescan/BBMG, June 2014)

The Story So Far...

WORLD ECONOMIC FORUM



Jan 2014: catalyzed by discussions in Davos, 5 multinational companies decide to launch a media platform aimed at changing the conversation about sustainable living: making it accessible and desirable.

Over the subsequent months more than 30 of the world's leading companies sign up as partners.

Collectively launches in October 2014, in USA & UK. With very little paid media support so far, Collectively has achieved >80m online impressions and 1.4m unique visitors to our .org

The Barrier to Overcome: Lack of Connection



Millennials

The generation about to inherit our workplaces, communities and cities. They're looking for a different way of doing things, but don't always feel they have the power to affect change, or feel they have to trade off doing good and feeling good.



Global Brands

Everyone agrees big business must take a lead. But they they don't have enough big ideas to engage their consumers in demand-led change; and simply aren't trusted - on their own - to act in the best interests of society.*



Changemakers

NGOs and social entrepreneurs. They have big, disruptive ideas and command trust, but struggle to make change happen at scale.

Collectively's Role:

We forge connection between people with ideas, and people who can scale them up – because together we can achieve more, faster.

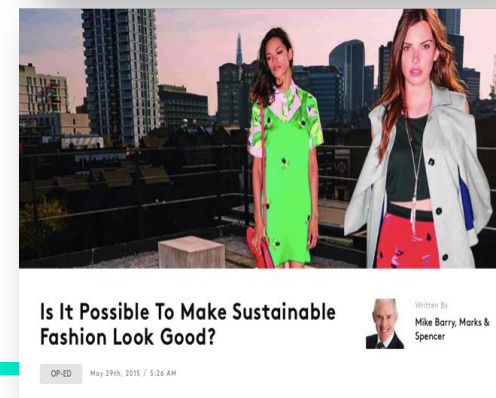
WHAT WE DO: Inspiration and Collective Action

OUR GOALS

- To engage a wide ‘aspirational millennial’ audience – making sustainable living as much a part of millennial culture as the latest music, food or art
- To give our audience opportunities to get involved in ways they find exciting and rewarding, using the power of the crowd to make sustainable living a reality
- To open up a rich, dynamic dialogue between audience and partners to promote understanding and trust

HOW WE DO IT

- Go in through ‘passion points’ – food, fashion, tech, gender, travel, sport, etc.
- Avoid use of tired or technocratic language
- Find hooks in current affairs and celebrity/influencer engagement



Celebrities and audience

Find out how Phoebe Dahl is using fashion to fight traffickers in Nepal

Interview by Sara Fay in Los Angeles



WHAT WE DO: Insight and Collaborative Innovation

OUR GOALS

- Help our partners deeply understand the intersection between what millennials want and what the world needs. Explore the barriers, and triggers, for sustainable lifestyles and consumption
- Make connections between people and organisations to forge new collaborations – leading to the launch of disruptive activations, campaigns, products and services

HOW WE DO IT

- Bring together insight from our media platform and from our partners
- Host events to share insights and opportunities, align around common goals and forge new collaborations
- Develop co-branded activations to create impact in the world; in areas such as sustainable fashion, renewables, food waste and beyond



 Rosie Warin @RosieWarin · Jul 8
At the @collectively Lab session w lots of very inspiring millennials (& @bethanharris glam hair) @Forum4theFuture



A vibrant cyan background features two hands shaking in the center. The hand on the left is dark-skinned, and the hand on the right is light-skinned. A bright burst of white and yellow sparks emanates from the point of contact. A thick yellow horizontal banner is positioned behind the text. Several colorful starburst shapes in yellow, orange, and cyan are scattered around the hands.

We Got Power

#go100percent

Aims

To demonstrate the power of **COLLECTIVE ACTION** by driving the shift to a clean energy future before, during and after COP21 – along the way transforming the global reach of Collectively.



Build a sense of unstoppable momentum towards a clean energy future by driving and publicly joining up the commitments of big corporates, universities and famous sports club.

Engage millennials globally in the urgency and importance of a clean energy future, and the role they can play to make a renewable energy future happen today.



Positively influence the COP21 negotiations by showing the corporate and millennial commitment to change.

Key Audiences

Public



University students - English speaking Universities across the world

Employees within partner organisations



Aspirational influencers UK, US and India

18-25 (mass audiences in key cities in



UK, US & India)

B2B

Corporate partners

Universities - English speaking

Universities across the world

Campaign Concept:

We Got Power #go100percent

Pre-COP Insight

Millennials are cynical about their voices being heard by world leaders, and many already think that the Paris deal has basically been struck and will fall short of what's needed.

The good news is that as organisations and individuals, we can collectively commit to a 100% clean energy future and follow through with action.

Concept

Dirty energy is ruining the world I cherish..

...I feel powerless to change this through politics or personal choices...

...but collectively, we can show our demand for 100% clean energy and encourage organisations to respond.

Collectively, We Got Power.

Phase 1: Nov/Dec

Encourage companies, universities, sports clubs to commit to clean energy

Phase 2: TBC

Keep going and scale up! & make the switch in our own lives

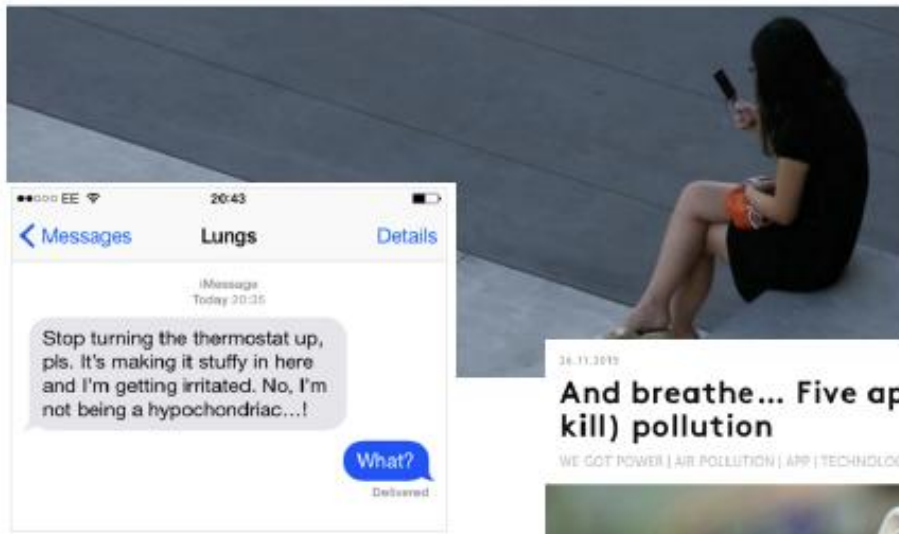


Editorial: highlights

25.11.2015

10 texts your lungs would send you if they could

WE GOT POWER | CITIES | LUNGS | TEXTING



23.11.2015

Meet the man who sells clean air to China

WE GOT POWER | CITIES | CLIMATE CHANGE



26.11.2015

And breathe... Five apps to track (and kill) pollution

WE GOT POWER | AIR POLLUTION | APP | TECHNOLOGY



Editorial: highlights



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PR and media: highlights



3,147

Total publication reach*



Coverage had international reach with Guardian, Thirdpole and India Dialogue



Good reach to influencers in the business world, with BusinessGreen and Sustainable Business



thethirdpole.net

UNDERSTANDING ASIA'S WATER CRISIS

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Are corporates coming on board to tackle climate change?

The head of an NGO working with corporates thinks so, and so does a big retail chain

THE NEW ECONOMY

TECHNOLOGY ENERGY BUSINESS STRATEGY VIDEO

Collectively: clean energy will prevail

HOME

By Interview with Will Gardner, CEO of Collectively | Tuesday, December 24, 2013

Facebook Twitter LinkedIn

The New Economy spoke to the CEO of Collectively about the part played by businesses in leading the development of renewables



Follow

We Got Power! @_Collectively we can create a cleaner future faster. Click to see how bit.ly/113avRN #go100percent



We Got Power - Collectively clean energy
Join our campaign to make a world with 100 percent clean energy & reality. Collectively, We Got Power - so make the switch.
collectively.org

the guardian

With the Paris climate talks well underway, initiatives like this are increasingly gaining prominence, as people impatient with the slow grind of climate diplomacy look for practical actions they can take on the ground. Among the most striking of these is the We Got Power campaign, launched by the Collectively movement, which has succeeded in encouraging companies and individuals to commit to 100% renewable energy supplies.

* Total publication reach: the combined reported reach of all publications WGP featured in

Amplified by...

Donated paid media



UNRULY

PR



COP21 events



Paid media



Partner social and digital channels

M&S

EST. 1884

centSL AECIS
network



Unilever

Google

WPP



forum for the future

VICE

We Got Power
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Campaign highlights

Digital reach



39m

Impressions across social media



2.3m

Video views



535,832

Engagements with campaign

PR and Media



160m

Media reach



0

Negative coverage

COP21



Two key interventions at COP21 by Marc Bolland and Keith Weed

Organisation outreach



10,000

Universities contacted



250

Organisations contacted



4

New sign ups to RE100 (Google, Salesforce, Dentsu Aegis, Coca-Cola Enterprises)

Keith Weed shared Collectively's video
21 hrs · 48

You! Yes, you! You might not think it, but you have more power than you think. Together we can create a cleaner energy future faster. Get involved with Collectively <http://bit.ly/110avRN> #go100percent



45,011 Views

Collectively
November 27 at 4:25pm · Edited · 48 Like Page

Collectively, we got power. Click here: bit.ly/110avRN to make your power count! #go100percent for a clean energy future.

Like Comment Share

10 people like this. Top Comments

Write a comment...

Sheryl Sandberg · Keith Weed - Thank you, Unilever, and Collectively for your leadership. #go100percent
Like Reply · 1 · 4 hrs

View 2 more comments

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Organisation announcements: highlights

What we did

Partners (Collectively):

Outreach to our 28 partner organisations

Universities (M&S):

- Total emails: 675 across 25 countries
- EAUC sent campaign info out to 10,000 universities

Other organisations (Collectively)

250 emails to famous/iconic cultural organisations, an experiment to see if their commitment to renewable energy could be a story worth telling

Where we got

Partners (Collectively):

Four sign ups to RE100 from Google, Dentsu, Salesforce and Coca Cola Enterprises

Universities (M&S):

- 27 warm and emerging leads proactively followed up including University of Cyprus, University East Anglia and London College of Communication
- 3 new commitments

Other organisations (Collectively)

Warm leads with Barclays, Church of England and Go Green UK

How we plan to work in 2016



- Corporate Partners and Trusts/Foundation sponsor selected change themes
- Millennial community (incl. partner co. employees) identify key outcomes, identify trigger insights, drive experiments & learning – online and offline
- Amplify through media partnerships and scale through partner capabilities / channels.

Potential Change Themes linked to SDGs



Fashion Take Back: Women's empowerment in fashion.



We Got Power: Mainstreaming clean energy.



Good Work: The work we want.



My City: Cities we want to live in.



Waste Not: Circular Design.

How this might look for We Got Power

Partners

- Develop a collaborative project with 5-6 partners for whom clean energy is a key strategic theme: e.g. M&S, Unilever, BT, Google, Facebook, Vice Media. Foundation/Trust co-funding

Goal

- Turn the focus onto individuals making the switch. Goal is to identify, pilot and scale up several initiatives which successfully mainstream the switch to clean energy amongst millennials

Approach

- Root it in insight and behaviour change
- Bring millennials together to discuss barriers to switching and identify interventions to test
- Interventions must be scalable by partners
- Impact measurement will be key

Activities

- Collectively Labs
- One Young World / Collectively Competition (already announced)
- Small scale pilots in the workplace, in the street, in the sports stadium and on campus. Measure & learn
- Vice Media to story-tell through film
- Scale up successful initiatives in time for a big bang in Paris, truly bringing the millennial voice into the room

NB It is critical to continue to engage organisations (companies, universities, sports clubs). Collectively partner companies will continue to do this but it won't be the key focus for Collectively.

The image features two hands, one from a Black person and one from a white person, shaking in a firm grip. The background is a vibrant teal color. A bright yellow horizontal bar is positioned behind the main text. Numerous white and yellow sparks radiate from the point of contact between the hands, creating a sense of energy and impact. The text 'We Got Power' is written in a large, bold, black sans-serif font across the center of the image.

We Got Power

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THANK YOU
