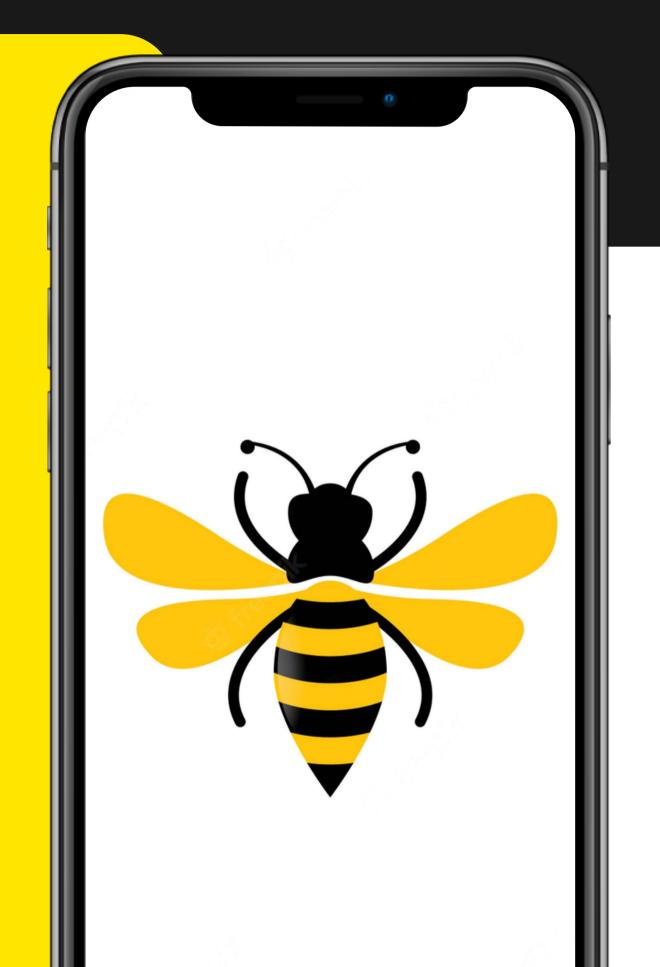
$\longrightarrow$ 

A concept that combines environmental sustainability with inclusivity and diversity



### Problem

# Focus mostly on environmental sustainability

Our concept will be the link between circularity and the Awareness Crew at DGTL

#### Bees

 $\longrightarrow$ 

- Needed for ecosystem
- Promotes biodiversity

We want to promote diversity and inclusivity

## Concept

#### **Activation / experience**

- Entrance: a 'dead' world
- Invite local organizations to co-create
- Artwork from local artists on diversity of people and nature
- Follow the bee for the route, from a dead world to a nice diverse world!

#### **Bee Aware**

- Save a bee for everyone that enters the activation
- Visitors will receive flower seeds that help the bees
- Visualisation of the impact: let visitors play with the amount of bees in an ecosystem, show how the biodiversity changes with the changing of the numbers