

SUSTAINABILITY

# Bee Aware



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



- 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