

1/5 **Oil on your hands?**

Oil on your hands?



Solution

Oil-stained hand directly invites people to decide on which side they are : too lazy and uninterested, or ready for action now! Silhouette of polar bear, in the middle of the hand print, warns at the consequences of their passivity. Video is idea for the site ... each collected signature cleans dirty hands little by little, and in the end, when enough signatures are collected, heart would appear as a sign of gratitude.

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Save the Arctic

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Oil on your hands?

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What problem does your idea solve?

problem of passivity, not taking action...

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How does your idea solve the problem?

direct invitation to people to take sides...

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Which (communication) means are necessary to turn your idea into a reality?

stickers for public places, video is idea for the site, facebook finger, for facebook page of Greenpeace

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Creative's profile



peaceflower85
Architect

Creative's top 5 skills

Graphic Design, Illustration, Photography, Product Design