

Climate Change Refugees

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UNDERSTANDING THE ISSUE

What is a Refugee?

A *refugee* is someone who has been *forced* to *flee* his or her country. Most likely, they cannot return home or are afraid to do so.

United Nations High Commissioner for Refugees



The most common refugees..

Refugees of war, violence and persecution.

War and ethnic, tribal and religious violence are leading causes of refugees fleeing their countries.



The unrecognized refugees..

Climate refugees

Environmental migrants who are forced to move due to sudden or gradual changes in their natural environment related to either a rise in sea level, extreme weather events, or droughts/water scarcity.

However, according to the UNHCR climate refugees are not categorized as refugees because they do not “meet the refugee definition.”

Why does this matter?

Since 2009, an estimated one person every second has been displaced by a disaster.

An average 22.5 million have been displaced by climate or weather related events since 2008.

19 million people from over 100 different countries were forced to flee their homes in 2014 because of natural disasters.

Scientists' predictions claim that the number will rise to 50 million by 2050 at the very least.

No legal recognition means no serious action or awareness.

Problem Statement

Climate change affects us as humans to the point where some populations are forced out of their native homes and need to be relocated because the area they live in is depleted from climate change. Awareness on this global issue is little to none, and it needs to be addressed.

IDENTIFYING OPPORTUNITIES

Opportunity Statement

Climate change affects us all on a human level, which we forget about almost all together as society. There are entire populations that are being run out of their homes due to lack of resources that have been destroyed from climate change or affected by natural disasters. There are efforts being made to save these refugees and relocate them to new homes that will be able to support them, but knowledge on this issue is scarce for those who can make a difference and there's not enough being done to prepare the refugees with the changes to come in their life.

The Maldives





The cause?

In its Fourth Assessment Report, the Intergovernmental Panel on Climate Change, a group of 1,300 independent scientific experts from countries all over the world under the auspices of the United Nations, concluded *there's a more than 90 percent probability that human activities over the past 50 years have warmed our planet.*

NASA

- Us
- Our actions
- Our lack of acknowledgement

How Might We...

How might we **spread awareness** on climate change refugees and stress the importance for their need for help?

How might we create an easier transition to climate refugees who are **forced to move** due to environmental issues?

How might we **get people engaged** in helping climate refugees (from people who live in towns nearby to different organizations that might be able to take big actions)?

How might we expose people to the experiences of climate change refugees in order to **promote a shift in society's understanding of climate change**?

INDIVIDUAL SKETCHES



In January, the Department of Housing and Urban Development announced grants totaling \$1 billion in 13 states to help communities adapt to climate change, by building stronger levees, dams and drainage systems.

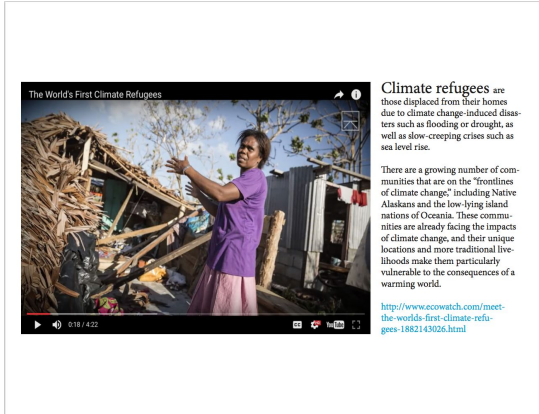
One of those grants, \$48 million for Isle de Jean Charles, is something new: the first allocation of federal tax dollars to move an entire community struggling with the impacts of climate change. The divisions the effort has exposed and the logistical and moral dilemmas it has presented point up in microcosm the massive problems the world could face in the coming decades as it confronts a new category of displaced people who have become known as climate refugees.

"We're going to lose all our heritage, all our culture," lamented Chief Albert Nauquin of the Biloxi-Chitimacha-Choctaw, the tribe to which most Isle de Jean Charles residents belong. "It's all going to be history."

http://www.nytimes.com/2014/05/03/us/re-settling-the-first-american-climate-refugees.html?_r=0

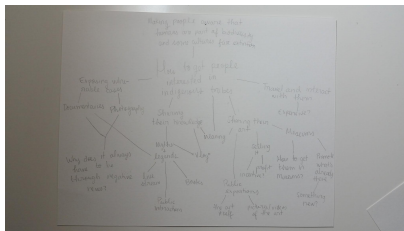
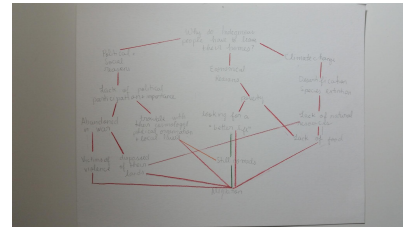
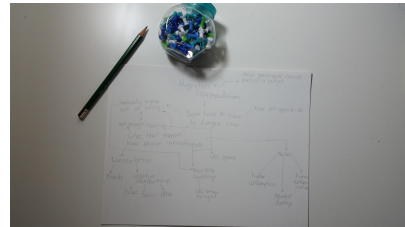
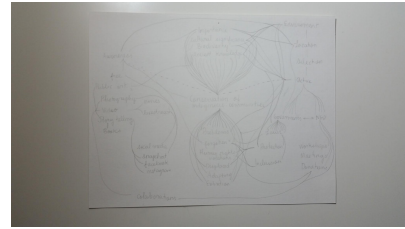
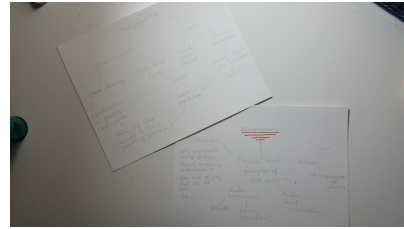
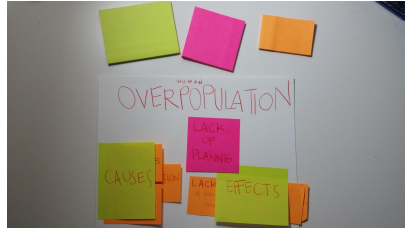
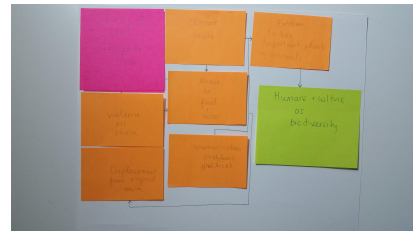
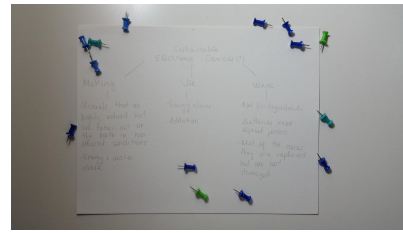
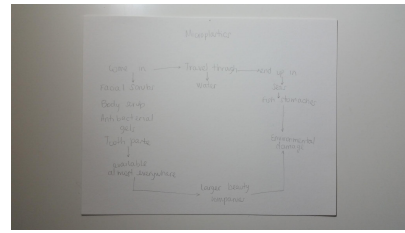
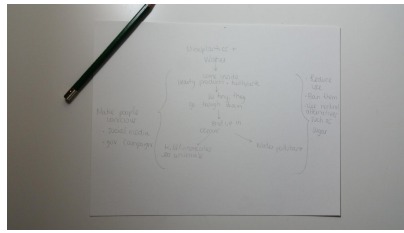
Sun Come Up follows the relocation of some of the world's first environmental refugees, the Carteret Islanders – a community living on a remote island chain in the South Pacific Ocean. When rising seas threaten their survival, the islanders face a painful decision: they must leave their beloved land in search of a new place to call home. The film follows relocation leader, Ursula Rakova, and a group of young islanders led by Nick Hakata as they search for land in war-torn Bougainville, an autonomous region of Papua New Guinea 50 miles across the open ocean. But many Bougainvilleans remain traumatized by the "Crisis" as the civil war is known locally. Nick Hakata and his fellow islanders meet a few sympathetic locals, but will the Bougainville communities welcome them to move there?

-IMDB



The island President captures Nashed's first year of office, culminating in his trip to the Copenhagen Climate Summit in 2009, where the film provides a rare glimpse of the political horse-trading that goes on at such a top-level global assembly. Nashed is unusually candid about revealing his strategies – leveraging the Maldives' underdog position as a tiny country, harnessing the power of media, and overcoming deadlocks through an appeal to unity with other developing nations. When hope fades for a written accord to be signed, Nashed makes a stirring speech which salvages an agreement. Despite the modest size of his country, Mohamed Nashed has become one of the leading international voices for urgent action on climate change.

<http://theislandpresident.com/synopsis/>





Effects of Litter:

Moving Litter

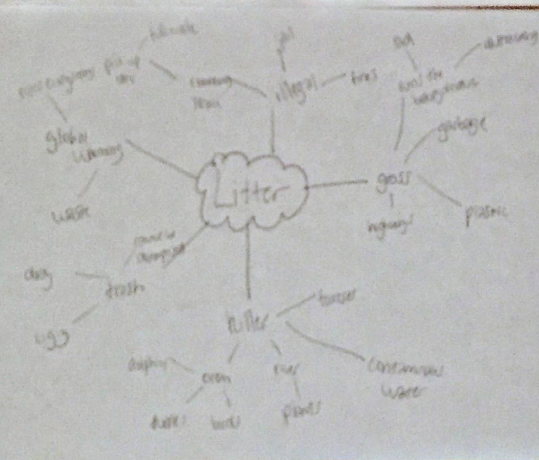
- * avoid long drives
- * wash and reuse
- * change water
- * avoid the plastic/long handles in it
- * get rid of old items
- * leaving trash
- * recycle in houses

Living Litter

- * eat healthy
- * look up
- * eat plants
- * stay fit
- * drink w/ BPA bottles

Reducing Litter

- * pick litter up outdoors
- * recycle/ reuse, not get too low for your wallet
- * recycling machines
- * water recycling
- * recycle right items in WASTE
- * include by for 2000 to

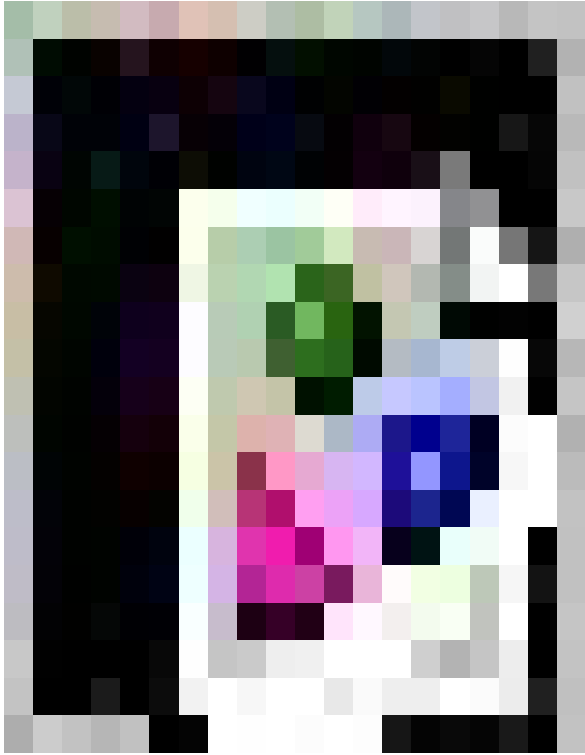


Solutions?

- Don't litter
- Be aware your act is a bad example
- Properly dispose of trash
- Trash can in parks
- Pick up any litter you see
- Trash can outside of building
- Pledge a neighborhood or local area
- Get a litter can
- Secure trash the proper way
- Sign to encourage

INDIVIDUAL SKETCHES - NORAH

I focused on litter and the effects it has on the environment around us. Obviously litter is a big cause behind climate change and is something that needs to be taken care of. Because it is a big factor in climate change, that means it directly effects the climate change refugees and their homes, hence the reason these sketches are most important.

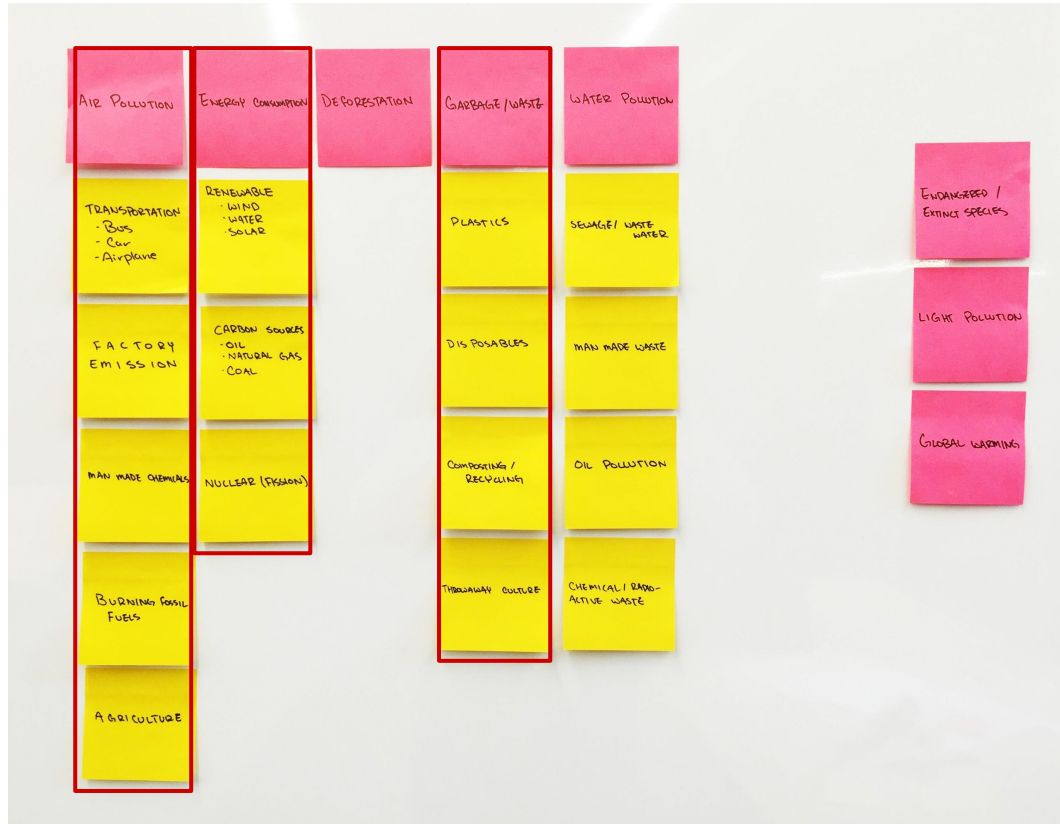


INDIVIDUAL SKETCHES - DANIEL

OUR APPROACH

How might we expose people to the experiences of climate change refugees in order to promote a shift in society's understanding of climate change?

Understanding how consumers affect climate change



Understanding the consumer



How might we create an easier transition to climate refugees who are forced to move due to environmental issues?

Understanding refugees



Encourage the consumer to make a change no matter how small it is in order to combat the problem of climate refugees.

Gamifying sustainable tasks (Consumer)

Encouraging people to recycle, reduce, save energy, etc by leveraging social networks

Incentivizing sustainable tasks by providing rewards

A resource tool kit (Refugees)

Informing new refugees about the place that they will be moving to.

Providing unique resources depending on the situation and location of the refugee

POTENTIAL EXPERTS

Yaella DePietri:
Environment
and Society

ALS Association

Global
Protection
Cluster

UNHCR
United Nations
High
Commissioner
for Refugees

THE FUTURE OF OUR FIRM

*The way everything
looks laid out nicely and
neatly*

CANNONDESIGN

*They consider
transdisciplinary
aspects and very
different points of view
to address a situation*

RKS

*It's an iterative process.
Design sprints are also
flexible depending on
your timeline*

GV

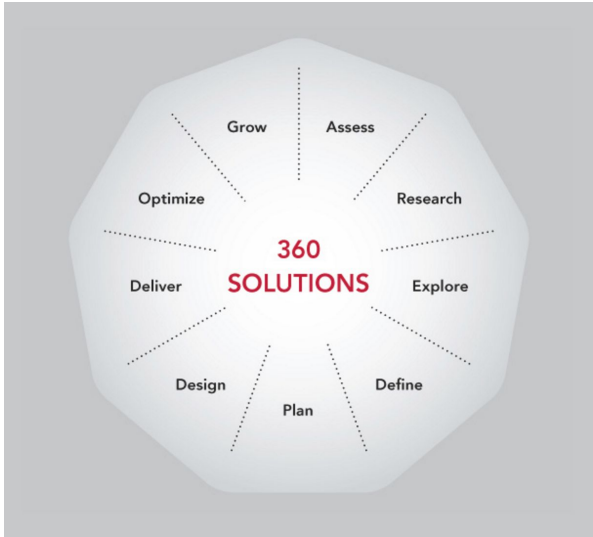
*Is all about "knowing"
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approach to their
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expectations*

ONE

*The way everything
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neatly*

CANNONDESIGN

SUSTAINABILITY



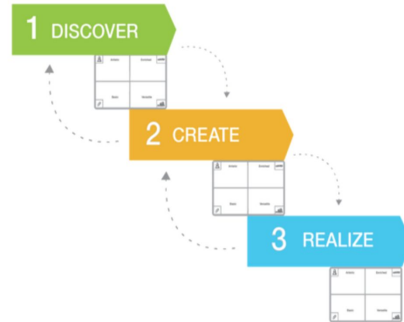
Imagine. Empower. Design. Think.

They consider transdisciplinary aspects and very different points of view to address a situation

RKS

Observe, Engage and Insight

We have shown great value in our study of target consumers and channels. Through our advanced techniques in ethnography, interviewing, testing and empathizing, we identify needs, aspirations, motivations, pain points and experience scenarios, and do so domestically and internationally. And, in doing so we have consistently set the stage for and provided validation of highly relevant and meaningful innovation and design.

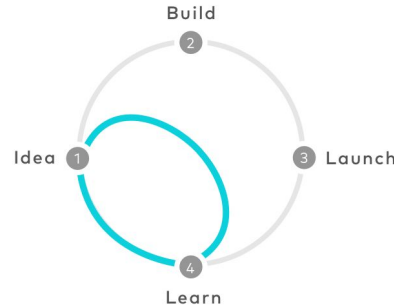


*It's an iterative process.
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GV

The Design Sprint

The sprint is a five-day process for answering critical business questions through design, prototyping, and testing ideas with customers. Developed at **GV**, it's a "greatest hits" of business strategy, innovation, behavior science, design thinking, and more —packaged into a battle-tested process that any team can use.



*The sprint gives teams a shortcut to
learning without building and launching.*

Is all about “knowing” and collaborating. Their approach to their design is to intimately know the customer in order to successfully create their desired expectations

ONE



Communication & Content Audit

What do you need to say? How you should be saying it?



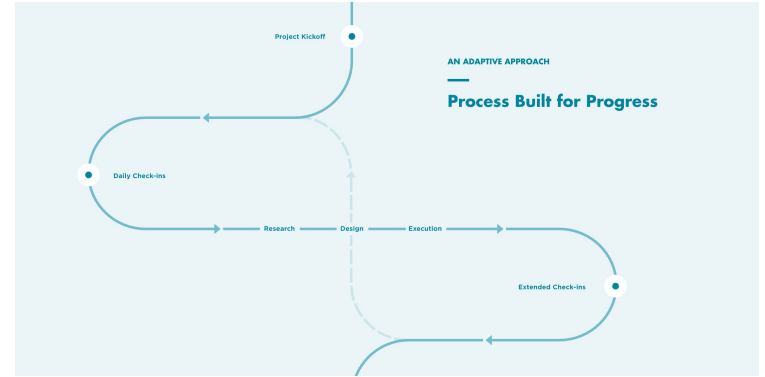
Competitive Analysis

Who is your competition and what are their strengths? What opportunities exist for you to stand out?



Interviews & User Testing

Who is your audience and how do they think? How can we validate every decision?



Never Fear the Roadblock

We anticipate and avoid obstacles by working smart at the onset and all along the way.



Continuous Iteration

A project is never truly done, results early and often move it in the right direction.



The End is Just the Beginning

This is a long-term journey and we're never finished supporting your goals.

OUR PROCESS



CONCLUSION

Problem

Effects of **climate change** making **people's place of living** uninhabitable, and without any other **option**, forcing them to leave it

How Might We?

Spread awareness

Create an easier transition

Get people engaged

Promote a shift in society's understanding of climate change

Phases

Phase 1: Awareness on refugees

Phase 2: Game and generating revenue

Phase 3: Informational kit for refugees

Future Phase: Policy makers