

FROM METHANE TO OXYGEN

OBJECTIVE

Activate and unify the voices of young people to promote action on climate crisis



Target Audience: Young Global Citizens

Our target audience is a young and globally-minded group, aged 16-29. They're interested in climate action and environmental issues but aren't yet actively engaged.

They're likely students, young workers, or professionals who read about sustainability but need guidance to become more active



One-third of all food produced globally is wasted

Rotting food in landfills releases **methane**, a greenhouse gas which is **80** times more harmful than **CO₂**.



“An initiative to reduce food waste from going to Landfills and turned into compost will reduce the release of Methane but into an atmospheric purifier”

Big Idea

THE REACTION



STRATEGY

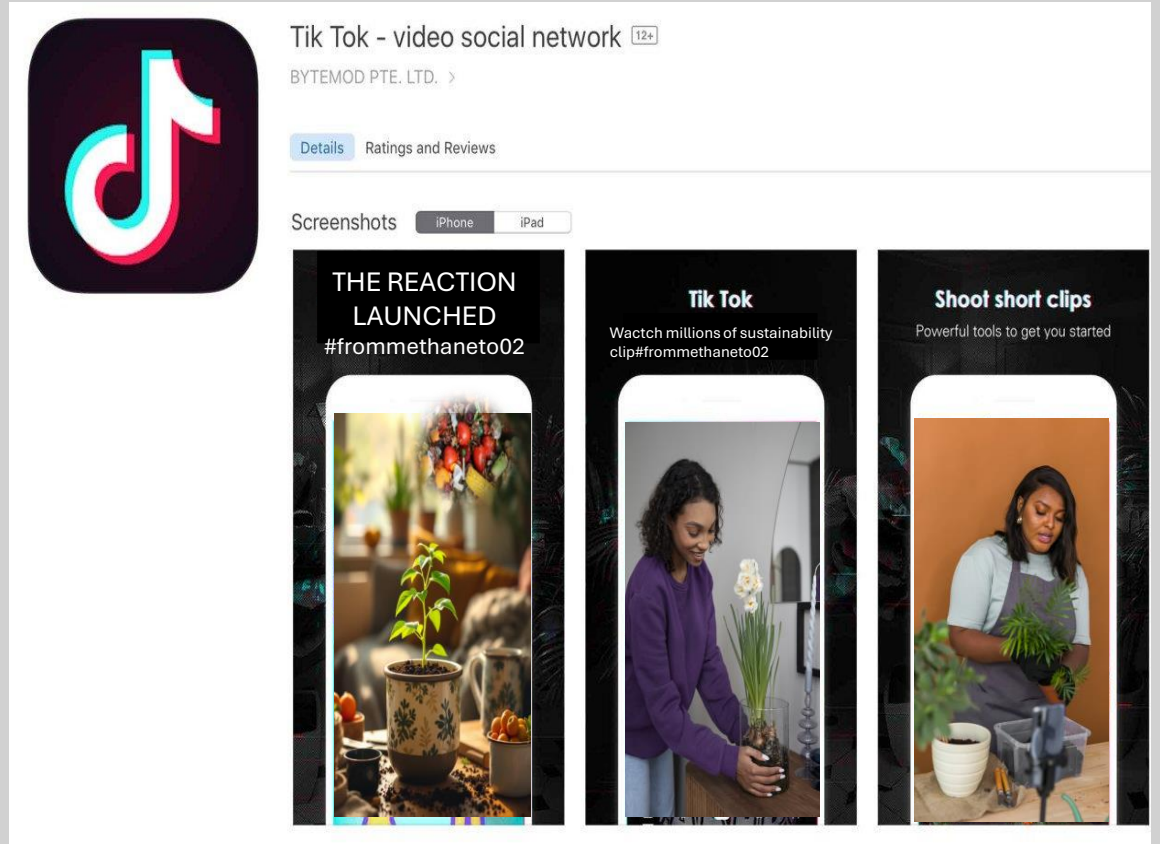
CH₄

O₂

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ACTION PROCESS





Amplify and initiate call to action through peer-to-peer engagement and social media amplification

Current State

- Average food waste per person per day- 0.25 kg
- 0.2 kg CH₄ emissions of food waste in landfills

Direct Campaign Impact

- Methane saved per person per day - 50g
- 63 metric tons of CO₂ avoided
- Total of 338 tons of oxygen produced
- Enough for 1.6k people to breathe for a year

Reach 500 people

TikTok Campaign Impact

- 32,256 metric tons of CO₂ avoided
- Oxygen produced 173m kg of O₂
- Enough for 865k people to breathe for a year

Reach 256k People

Environmental Impact

- Additional**
- Less landfill methane
 - Higher O₂ levels
 - Turning food waste into fertilizer
 - improved air quality & biodiversity

Awareness	
Reach	
Action	
Unification	

Sustainability: An initiative that can be adapted and used globally

THE REACTION

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THE INSIGHT:

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Rotting food in landfills releases methane, a greenhouse gas which is 80 times more harmful than CO₂.

STRATEGY:

To reduce food waste from going to Landfills and turned into compost will reduce the release of Methane but into an atmospheric purifier”

