

The Brief

Client - ADC
/ NGO "Unique Planet" -
civic campaign HutroOFF

Brand	хутроOFF/hutroOFF [in English 'furOFF']	Date	2019
-------	---	------	------

Job title	Digital info campaign to support a legal ban on fur farming in Ukraine
-----------	--

Background

Currently member states of the European Union are in the process of introduction of legislative restrictions (from new standards to total bans) on fur farming, recognizing it as unethical and extremely harmful for the environment industry. Introduction of these legal restrictions for fur farms in neighboring countries creates a threat, that these "toxic" (both in the direct and figurative sense) industries will move to Ukraine. The World Bank considers the production of furs up to five of the worst for the environment in terms of pollution of toxic heavy metals.

Due to the weak environmental regulations and moving of toxic fur farms to Ukraine threatens local communities and can create multiple hazards. To prevent that Ukraine needs to introduce moratorium on construction of new fur farms and set an acceptable timeline for phase-out of existing fur production.

Why do animal rights activists and environmentalists demand a ban on fur production in Ukraine along with EU countries?

- UNETHICAL TREATMENT OF ANIMALS: tight cages, unnatural environment, reduced life expectancy.
- SLAUGHTER : electric current in the mouth and anus, rustling with gas, injection of poison.
- POLLUTION: manure, litter, urine from fur farms is polluting and poisoning soils, rivers and groundwater.
- RISK FOR PEOPLE'S HEALTH: large fur farms are objects of biological hazard. They pollute the air, soil and water with viruses and bacteria, which can be resistant to antibiotics and mortally dangerous to humans.

HutroOff civic campaign started in 2016 on the initiative of NGO "Unique Planet" and since that time we've made many efforts to advance the importance of this problem. Coordinators of HutroOFF Campaign have filed an online petition to the Verkhovna Rada of Ukraine with a demand to introduce a legal ban on fur farming in Ukraine. The petition has been signed by 27500 citizens. We have also collaborated with members of Ukrainian parliament to prepare a draft law on phase-out of fur farming, where we have used the experience of progressive countries. The bill was registered with number 10019 on 07.02.2019, being signed by 36 Parliament members from different parties. The bill would ban fur farming by 2025, until then introducing strict regulations on fur production. Licensing of fur businesses and strict welfare standards (such as access to swimming water for minks, abolishing cages, etc) would be implemented during the transition period.

The Task

Development of visual and communication elements that will be used in public awareness campaigns to promote the bill that bans fur farming in Ukraine (#10019). Creating campaigns that inspire people to actively support the bill and join lobbying efforts (such as demonstrations, social media projects, etc). Motivating and prompting

Parliament members to vote for the bill as well as illustrating a wide public support and interest to the fur production ban.	
Deliverables (list of materials to be developed)	
Cyber campaign presentation	
How to Submit	
A Presentation Page including: Example of use of 3 digital led components (in JPEG format, one JPEG for each component) These components could be use of social media platforms but also any other digital led execution An image summarising the campaign (in JPEG format) A four part written submission (150 words per section)	
<ol style="list-style-type: none"> 1) Campaign Summary 2) Creative insight - How can creativity help solve the problem using social media platforms and technology? 3) Solution - the platforms, technology and tools used and why? 4) How does it work? - How will the digital solution help answer the brief and solve the problem faced by the client 	
Target audience	
Primary: Citizens of Ukraine and European Union Secondary: all the world. Insight\barrier: Ukraine is the place, where toxic fur farms from developing countries are moving to open business.	
Single-minded message. When our campaign reaches TA what do we want to hear back from them?	
Fur is caddish, toxic and cruel thing of the past. Fur farming is unethical and toxic, lets ban it in Ukraine!	
How to support the message on rational level (what can make consumer believe in advertising and cause an expected response to the campaign?)	
https://sites.google.com/view/hutrooff/ https://www.facebook.com/hutrooff https://nv.ua/ukr/style/person_art/ukrainskie-zvezdy-shou-biznesa-i-muzykanty-vystupili-protiv-mekhovoij-promyshlennosti-2481801.html	
Tone of voice	
Confidential Sincere Smart	
«MUSTS» and «NEVER».	
«NEVER» picture animal rights activists as radicals, never use hate speech and images of violence towards people. “MUST” be positive, creative, emphatic and compassionate	
Deadline	
May, 17 th 2019	project@vrk.org.ua