



Make it fun and people will want to engage with it

THE NEED

Building on a cutting edge study by the Stockholm Environment Institute that calculated King County's Greenhouse Gas (GHG) inventory and emissions related to individual consumption choices, the Seattle Office of Sustainability & Environment (OSE) hired Milepost to develop an engaging infographic that would summarize the story of consumption and provide specific steps for behavior change that would reduce GHG emissions.

OUR APPROACH

After identifying the project goals, the intended audience, and the critical components needed to engage the community, we worked with OSE to develop a story of consumption that would speak to the values of the intended audience. We then illustrated that story with a fun, vibrant infographic.

THE RESULTS

Milepost took a lengthy, academic report and summarized into an easy-to-understand story combined with practical behavior change techniques that engaged community members to help lower Seattle's GHG emissions.



QUESTIONS

Ask Rebecca Nelson

rebecca@milepostconsulting.com