

---


## CONSCIOUS CONSUMPTION




---

### Keep up to date and be inspired

 /creativeconscience

 @ccchangemakers

 @ccchangemakers

Also visit the [News](#) page on the Creative Conscience website.

---

### Get in touch

If you have any questions or problems, let us know at: [hello@creative-conscience.org.uk](mailto:hello@creative-conscience.org.uk)

---

### Context

Our consumerist culture means we are fast burning through the planet's finite resources and in the past three decades alone, one third of our natural resource space has been consumed.

---

### The challenge

This is an opportunity to create solutions to help redirect our world's trajectory away from self-destruction.

This could explore themes on not just what we consume, but how and why. Where do the things we consume come from, and what are their environmental, psychological and or societal impact.

What methods could we use to design products that are sustainable and have a minimal or even positive ecological impact? And what would these products be?

How could mindsets be shifted (especially in wealthy nations) away from misguided and damaging purchasing habits? Why do we consume, what are the overlooked motivations for consumption and are there ways we can nurture or redirect these energies?

The solutions to these questions should aim to educate, inspire, excite and encourage new behaviours, so we can consciously consume.

---

### Creative Conscience themes

Your project should fit into at least one of our six impact themes:

- Community
- Education & Learning
- Environment & Sustainability
- Equality & Justice
- Health, Wellbeing & Disability
- War & Crisis

---

### Submission guidance

Entry is open to individuals and teams of up to four people.

Please upload a PDF (<15mb), or for video entries please include a link to your video in the submission form. Also include at least three key images of your project (each of which should be at least 1600px wide and either saved in .jpeg or .png format).

There is a £20 admin fee for each entrant (this includes individuals in team entries i.e. £40 for a team of two). Entrants are able to enter multiple projects, but each new project has to be entered independently and is charged as an independent entry.

Creative Conscience members will receive a 20% discount.

---

### How it'll be judged

If your project is shortlisted, it will be judged based on your creative approach and its potential impact by a panel of industry experts.

---

### Key dates

#### APRIL 17<sup>TH</sup> 2020

General deadline for entries.

#### MAY 19<sup>TH</sup> 2020

Separate deadline for Architecture & Interior Design projects

#### MAY–JUNE 2020

Work will be judged by our industry experts.

#### JUNE 2020

You will be informed if you have won an award.

#### JULY 2020

The awards ceremony will take place in London.

## CLIMATE CRISIS




This brief has been set in partnership with [Extinction Rebellion](#)

### Keep up to date and be inspired

 /creativeconscience

 @ccchangemakers

 @ccchangemakers

Also visit the [News](#) page on the Creative Conscience website.

### Get in touch

If you have any questions or problems, let us know at: [hello@creative-conscience.org.uk](mailto:hello@creative-conscience.org.uk)

Extinction Rebellion is an international apolitical network using non-violent direct action to persuade governments to act justly on the Climate and Ecological Emergency.

We have three demands in the UK:

### 1. TELL THE TRUTH

Government must tell the truth by declaring a climate and ecological emergency, working with other institutions to communicate the urgency for change.

### 2. ACT NOW

Government must act now to halt biodiversity loss and reduce greenhouse gas emissions to net zero by 2025.

### 3. BEYOND POLITICS

Government must create and be led by the decisions of a Citizens' Assembly on climate and ecological justice.

### Creative Conscience themes

Your project should fit into at least one of our six impact themes:

- Community
- Education & Learning
- Environment & Sustainability
- Equality & Justice
- Health, Wellbeing & Disability
- War & Crisis

### Submission guidance

Entry is open to individuals and teams of up to four people.

Please upload a PDF (<15mb), or for video entries please include a link to your video in the submission form. Also include at least three key images of your project (each of which should be at least 1600px wide and either saved in .jpeg or .png format).

There is a £20 admin fee for each entrant (this includes individuals in team entries i.e. £40 for a team of two). Entrants are able to enter multiple projects, but each new project has to be entered independently and is charged as an independent entry.

Creative Conscience members will receive a 20% discount.

### How it'll be judged

If your project is shortlisted, it will be judged based on your creative approach and its potential impact by a panel of industry experts.

### Key dates

#### APRIL 17<sup>TH</sup> 2020

General deadline for entries.

#### MAY 19<sup>TH</sup> 2020

Separate deadline for Architecture & Interior Design projects

#### MAY–JUNE 2020

Work will be judged by our industry experts.

#### JUNE 2020

You will be informed if you have won an award.

#### JULY 2020

The awards ceremony will take place in London.