My Community-

Equestrian community. Started when I joined the Swedish blue star organisation "Svenska Blå Stjärnan" The Swedish Blue Star has society's mission to take care of farm animals during crises, outbreaks of infection and other events that may affect the animals. The enclave that was close to me growing up had a riding school, so started to learn how to care for horses and other animal life. I was a part of that organisation for over 15 years, as a young adult I then educate myself within the organisation and held summer camps and week day riding lessons for kids aged 6-13 years old. The experience and community without doubt has shaped me as a person. Part of building my moral values as a young person and the responsibility later on teaching.





Why did I feel connected? - Over the love for animals, fun outdoors activities, purposeful.

Why did I want to be part of the community? - My love for animals and their right for good care

**Community Building**

My MDDI project is building an education tool about fast fashion and consumption.

**Boundary Principle**: My demographic for the users of the app is Gen Z, young people but also overall eco conscious consumers. Very widespread, not set, anyone who has an interest in climate challenges and their own affect and what they can do to positive contribute. Global community with members sharing the same concerns and interest.

**Orientations**: When the community has grown a goal could be to do a protest/march as an off line activity. Main goal is to have a big online presence, do content that goes viral and stops people in their scrolling. Sub consciously changing behaviour without feeling pressured or that a lot of effort was done. Showing corporations that interest exists and that their consumers are interested and putting pressure for change.

**Rituals/Symbols**: Use Hashtags #FFS #FastFashionSchool. Slogans based on already existing movements "Join the fashion revolution!" "Who made your clothes?" Meet-ups in real life.

**Fast Fashion School**

**PROTECTING MARINE WILDLIFE WORLDWIDE**

SEA SHEPHERD

**Value proposition**: an environmental movement, ocean and marine life conservation society. Sea Shepherd's sole mission is to protect and conserve the world's oceans and marine wildlife. With their own fleet and specific model of engagement, they provides unique, at sea resources to assist, serve and support developing coastal and island governments in the protection of their sovereign waters against illegal, unreported, and unregulated (IUU) fishing. Sea Shepherd's primary goal is to greatly enhance a government's own capacity to patrol, monitor, and enforce their own laws.

DIRECT ACTION

**Audiences**:
Individuals wanting to do do good for the ocean through donation or practical involvement.

**Insights for target audience**: wide adult audience (Generation X and Millennials), and younger (generation Z).

**Benefits/offers**: Helping the environment, animals, ecosystems, humans, governments enforcing laws. Practical action approach, while campaigning and education within the matter. The aggressive approach offer widespread media coverage. Guerilla style approach on ethical wrong doings. Direct solving problems.

**Activations (specify online/offline)**:
Majority Offline, Founded by Paul Watson 1977. Since 1979 and til now and ongoing operations against, illegal seal hunt, whaling, oil spill clean ups etc.

Big online presence via Instagram and other social media channels.

**Stand-out strengths:**
Using direct action, rewarding for volunteers and donors.

Sacrificing their own safety for the good.
They are rated highly for financial transparency and accountability.

Sea Shepherd has also used satellite uplinks, webcams, and internet blogging during its operations and has invited the media to ride along. Has been called Media savvy

**What to avoid:** Corruption, conflicts within organisation, happened in 2022

**Positioning in Market:** The biggest organisation using direct action campaigning for the ocean. ( others being The ocean clean up project, coral initiative )

**Price Points / Payment methods**: Online donation, in person donations. Buying merchendise.

**Top-up donation/donate as**k: None

**No. of Members/Subscribers/Users:** No member or volunteers count
**Income generated from Members/Subscribers:** No public numbers, only big specific donations