Sustainable Behaviours and Energy Savings
Movie Design Projects for Promoting Good Practices

Sustainable Energy for All by Design
LeNSes conference, cape town
28-30 September 2016
THE MOVIE DESIGN COURSE
THE MOVIE DESIGN

STRATEGY

CREATIVITY

TECHNICAL STEPS
CONTEXT
THE MOVIE DESIGN COURSE

COMMUNICATION
DESIGN
CONTEXT
THE MOVIE DESIGN COURSE

COMMUNICATION
DESIGN

SOCIAL
COMMUNICATION
Sustainable Behaviours

Social Communication
SUSTAINABLE BEHAVIOURS

COMMUNICATION FOR SOCIAL INNOVATION

- raise awareness
- influence habits
- ad methodologies to change behaviours
Sustainable Behaviours

Communication for Social Innovation

- Engage the community
- Activate a dialogue with social actors

Social Communication

- Raise awareness
- Influence habits
- Ad methodologies to change behaviours
CARSHARING MIT ECHTEM ÖKOSTROM
ein Pilotprojekt von Greenpeace Energy und cambio CarSharing

cambio

Improve the world
IMPROVE THE WORLD WHEREIN WE LIVE
AS DESIGNERS WE CAN MAKE PEOPLE CONSCIOUS
TOPIC
FOOD WASTE

TO STRENGTHEN SUSTAINABLE BEHAVIOURS

CLIENT
Sustainable Behaviours and Energy Savings

Topic

Food Waste

Food Waste and Energy Saving

To strengthen sustainable behaviours

Client
25% of waste responsibility to the end user

75% is dissipated in the production chain

(FAO 2014)
H₂O

TOPIC

FOOD WASTE
ROLE COVERED
BY COMMUNICATION
 PROCESSES
ROLE COVERED BY COMMUNICATION PROCESSES

1. Teach students how to design a communication campaign
2. Make students aware of a pressing issue & ambassadors within their networks
1  EVEN MICHELE KNOWS

to change attitudes towards
defective packaging
Every wasted food is a missed opportunity
to sensitise about the lack of care of food
3 EVERY WASTED FOOD IS A MISSED OPPORTUNITY

to emphases the issue of virtual water

John Anthony Allan V, from King’s College (London)
Sustainable Behaviours and Energy Savings | Marisa Galbiati | 28-30 September 2016

Script

Advertising

Other communication formats: Unconventional
MOVIE DESIGN

METHODOLOGY
organisation

- locations
- actors
- photography
- lights
- music
- voices
- sounds
- editing
- titles
- ...

+ students have to learn all the technicalities related to audiovisual production (pre-production, production, post-production)
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MOVIE DESIGN

DESIGN OF THE AUDIOVISUAL PROJECT (STORYTELLING) AND FURTHER ARTEFACTS
MOBILE DESIGN

DESIGN OF THE AUDIOVISUAL PROJECT (STORYTELLING) AND FURTHER ARTEFACTS
dialogue with different domains and actors + cross-fertilization

construct new meaning & knowledge

practical implications

+ benefits
  + understanding
  + feel a different responsibility and pride
Construct new meaning & knowledge

- different background & skills
- diverse sensitivity
- ad hoc, targeted interventions
- different problematics

dialogue with different domains and actors

+ cross-fertilization

benefits

+ feel a different responsibility
+ understanding

- diverse sensitivity

ad hoc, targeted experts' interventions

PRACTICAL IMPLICATIONS
dialogue with different domains and actors + cross-fertilization

+ benefits
  + understanding
  + feel a different responsibility
  + acquire new perspectives

- problematics
  - different background & skills
  - diverse sensitivity
  - cultural distance from the topic covered

ad hoc, targeted experts’ interventions
CHANGE STARTS FROM DETAILS
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