

**Sustainable Energy for All by Design**  
**LeNSes conference, cape town**  
**28-30 september 2016**

# **SUSTAINABLE BEHAVIOURS AND ENERGY SAVINGS**

MOVIE DESIGN PROJECTS FOR  
PROMOTING GOOD PRACTICES



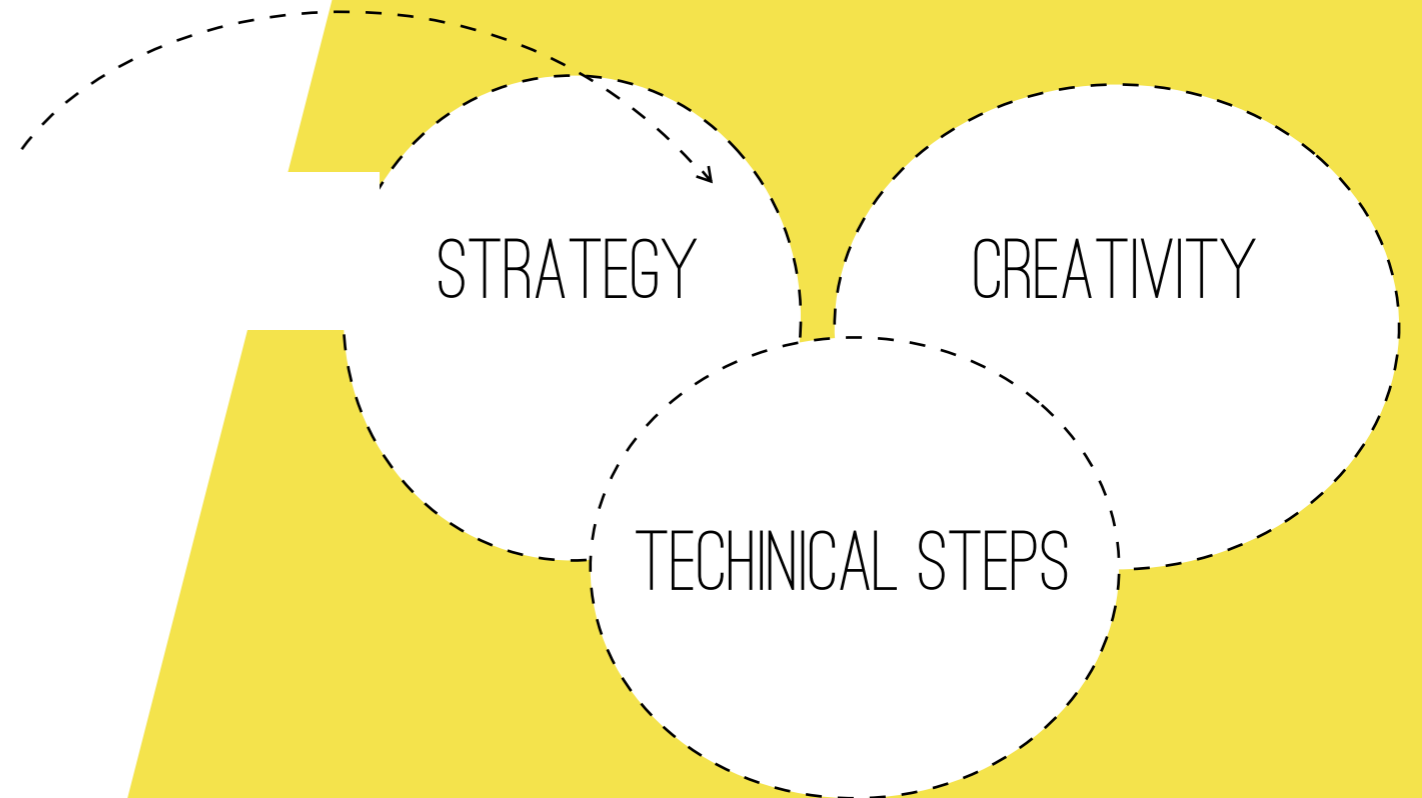
MARISA GALBIATI  
DESIGN DEPARTMENT  
POLITECNICO DI MILANO

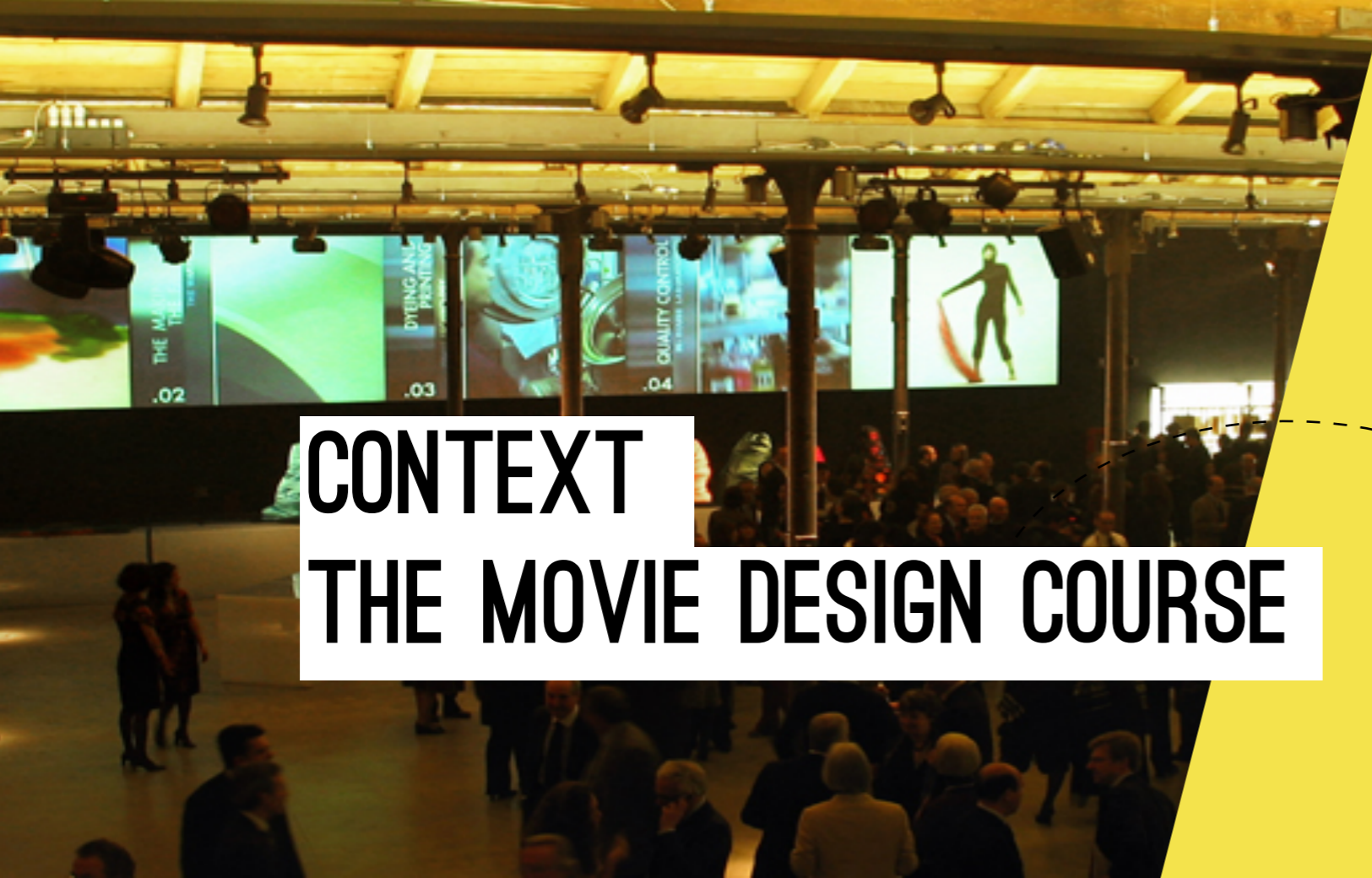


# THE MOVIE DESIGN COURSE

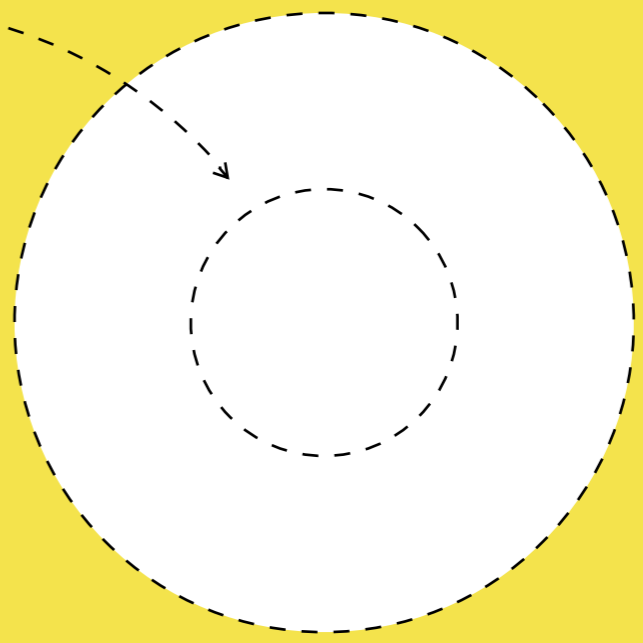
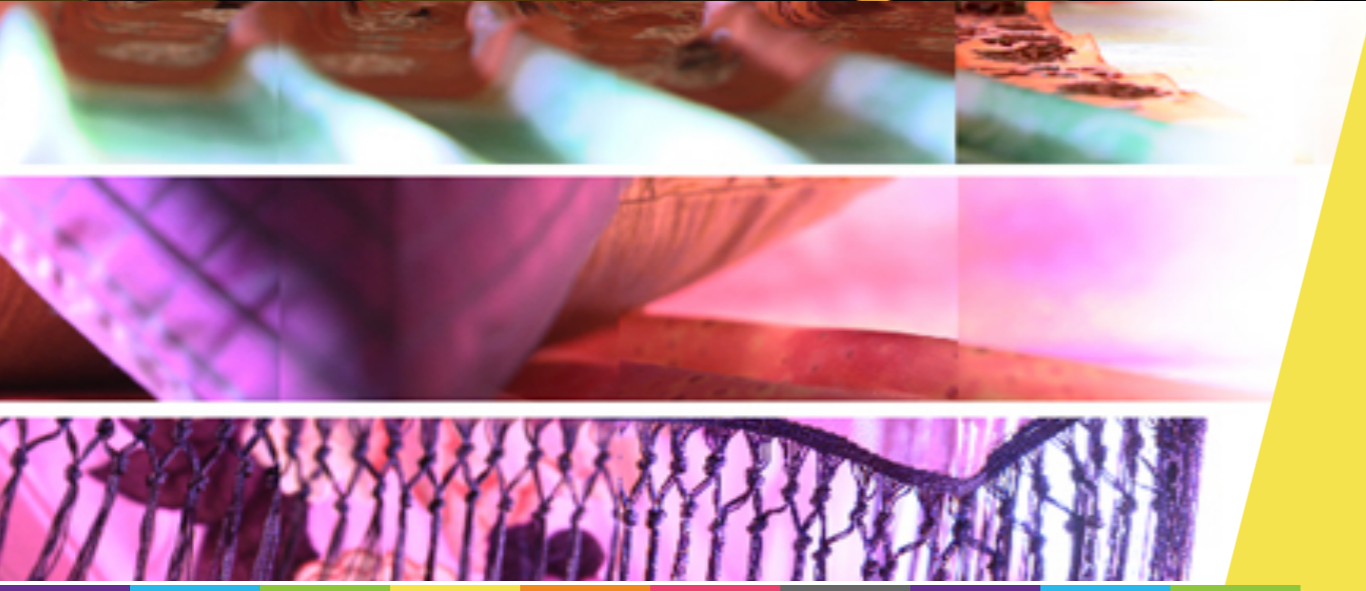


# THE MOVIE DESIGN



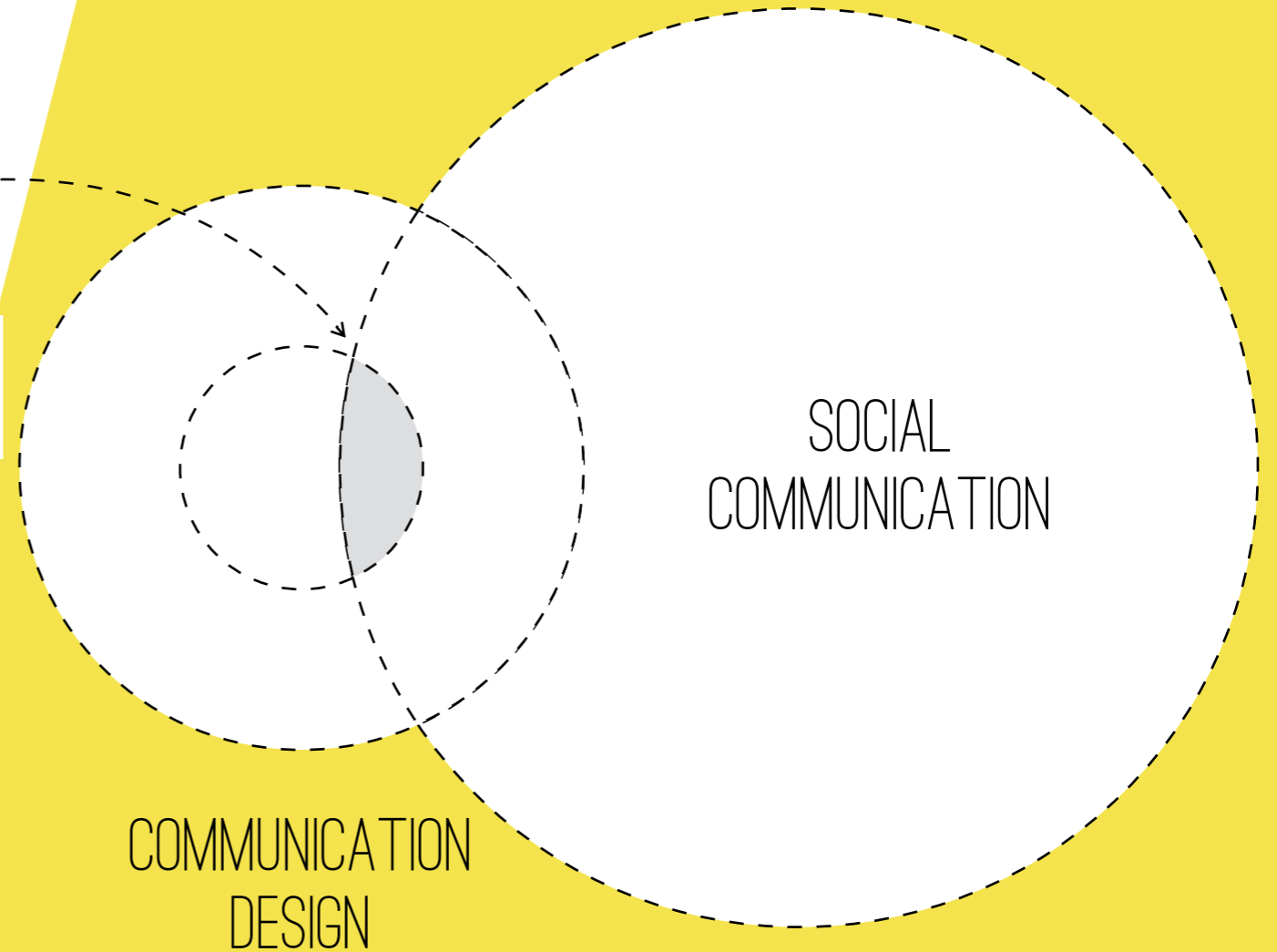


# CONTEXT THE MOVIE DESIGN COURSE



COMMUNICATION  
DESIGN

# CONTEXT THE MOVIE DESIGN COURSE

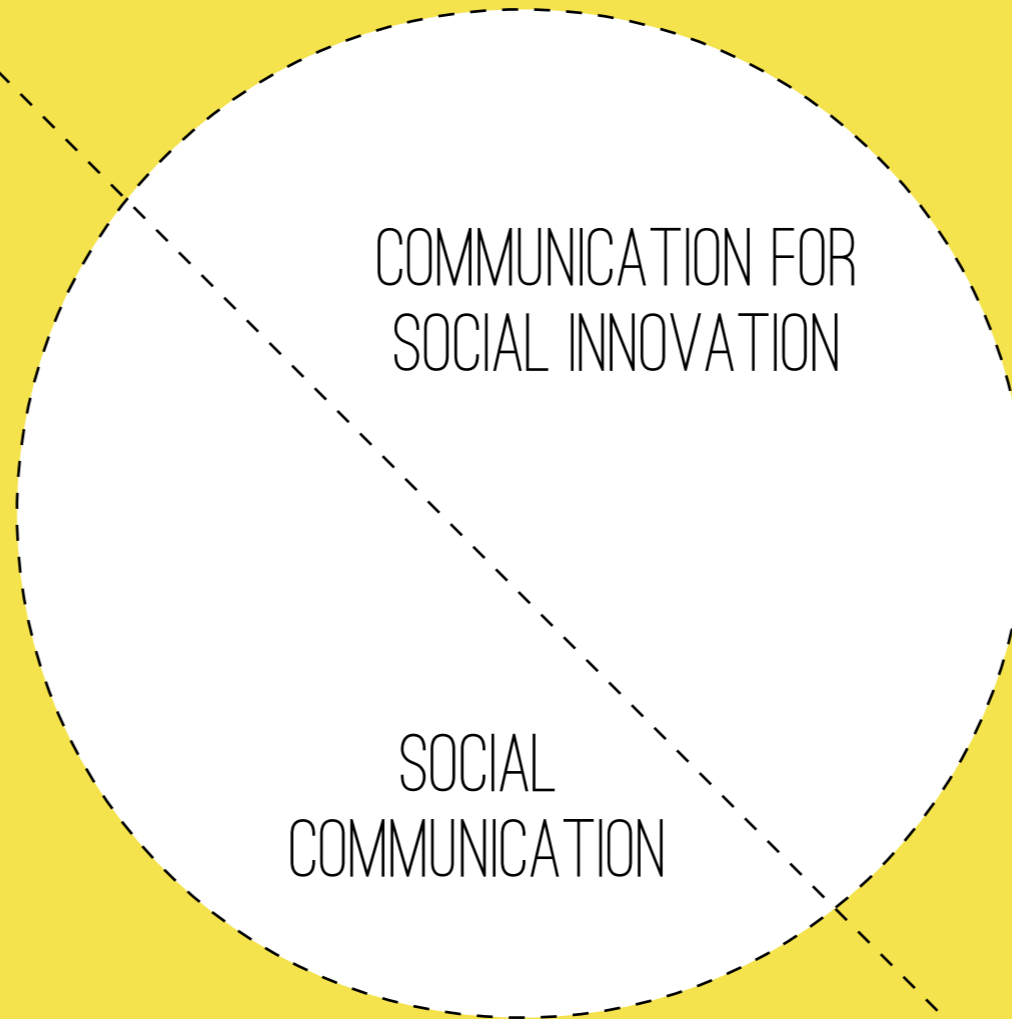


# SUSTAINABLE BEHAVIOURS

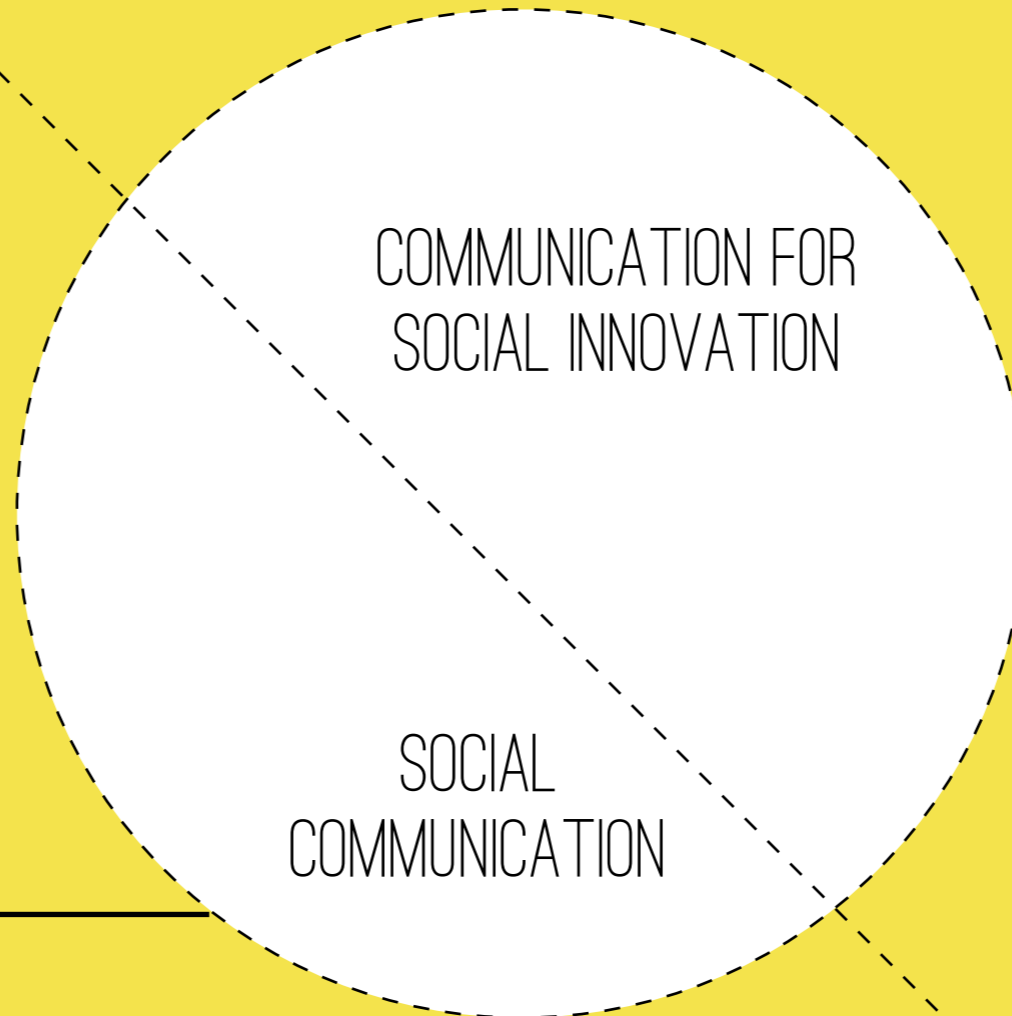


SOCIAL  
COMMUNICATION

# SUSTAINABLE BEHAVIOURS



# SUSTAINABLE BEHAVIOURS

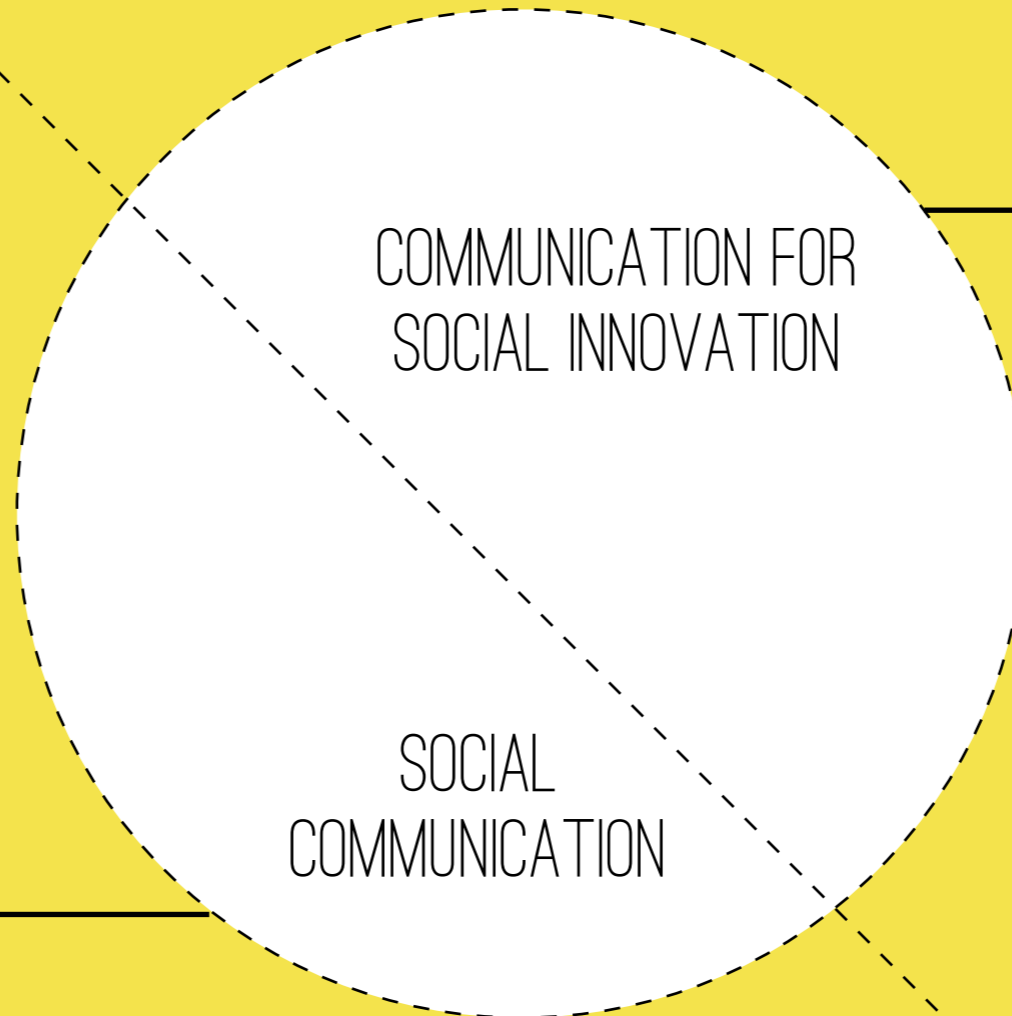


**raise awareness  
influence habits**

**ad methodologies to change  
behaviours**



# SUSTAINABLE BEHAVIOURS



**engage the community**

**activate a dialogue with  
social actors**

**raise awareness  
influence habits**

**ad methodologies to change  
behaviours**

# CARSHARING MIT ECHTEM ÖKOSTROM

ein Pilotprojekt von Greenpeace Energy und cambio CarSharing



cambio



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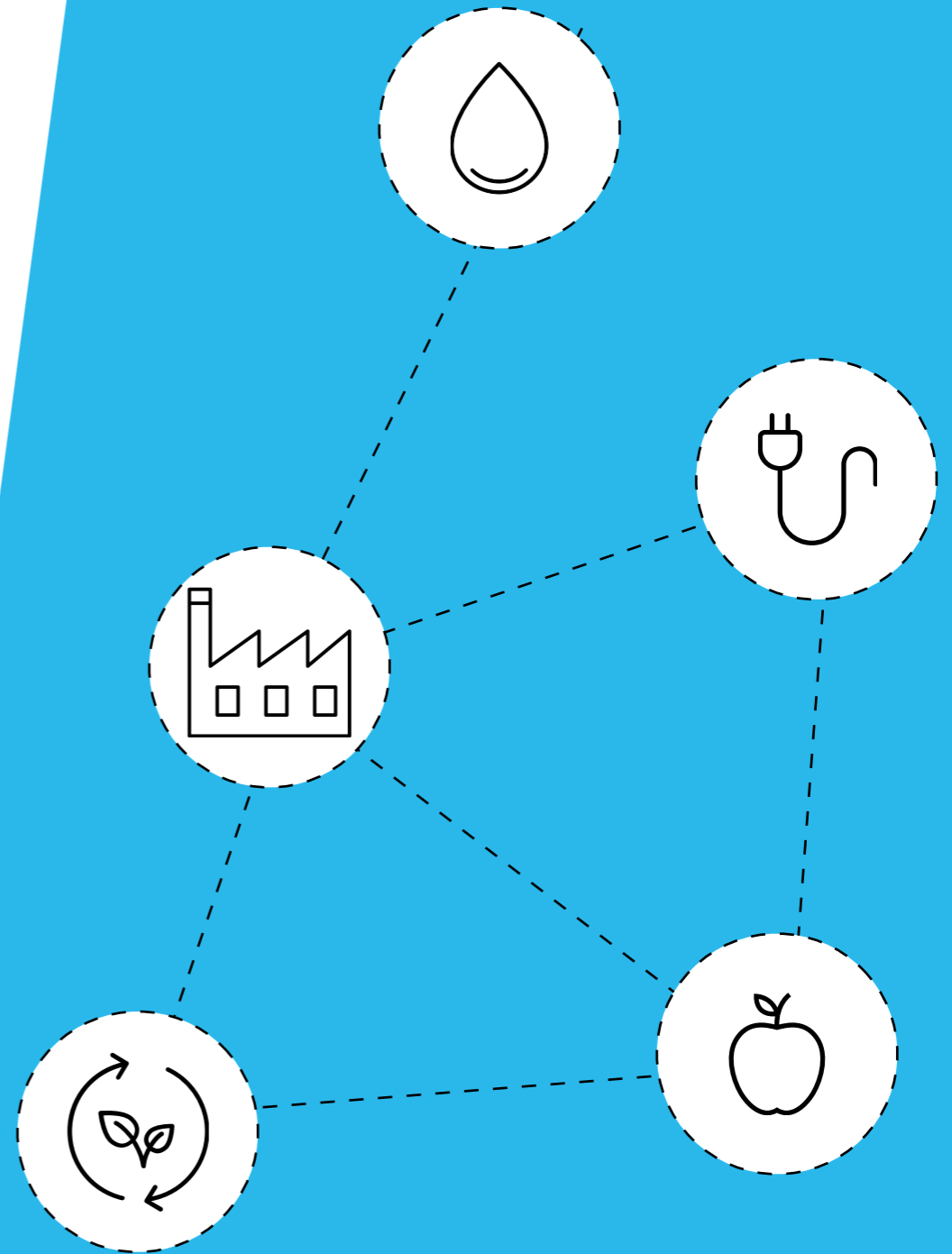
IMPROVE  
THE WORLD  
WHEREIN  
WE LIVE

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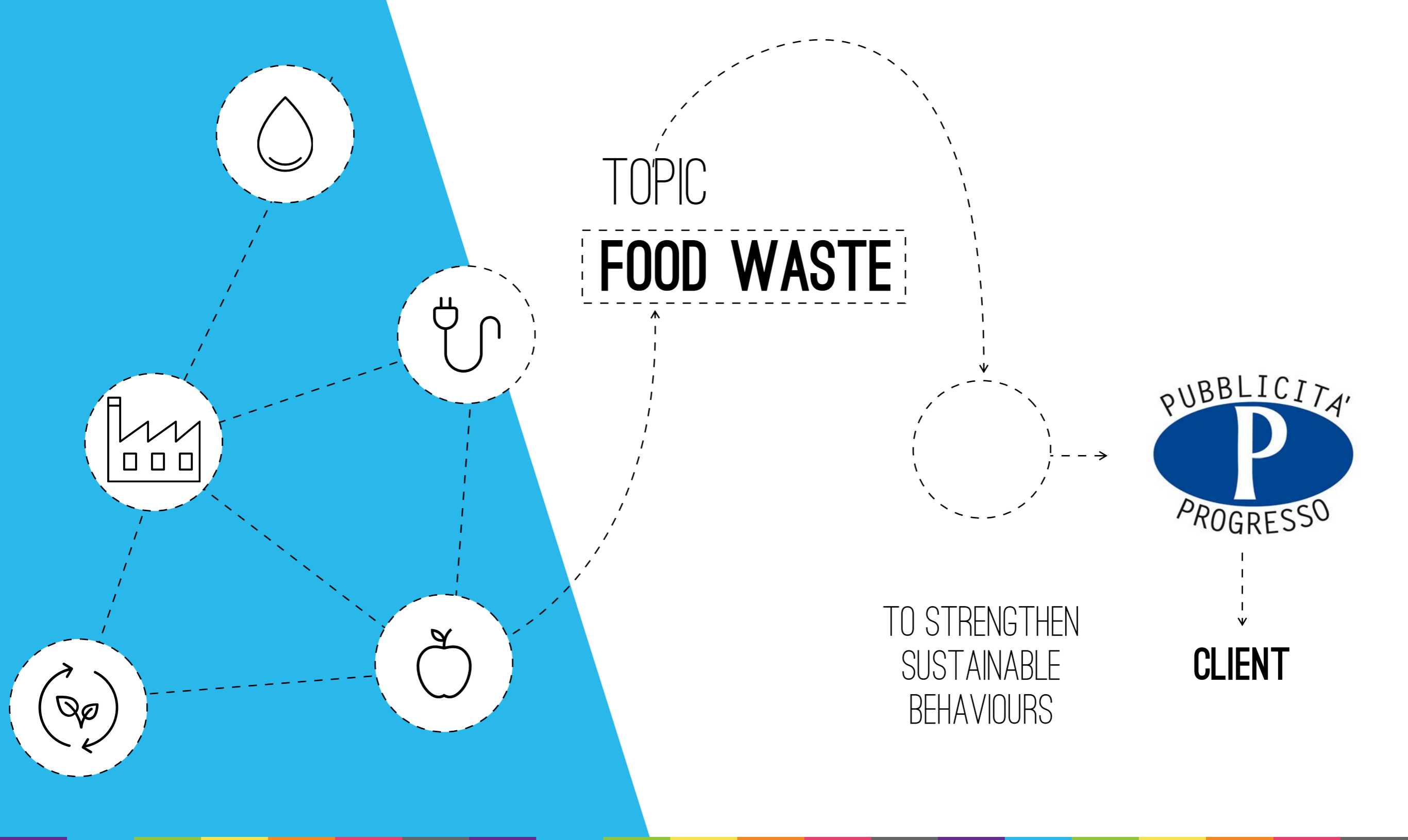


**AS DESIGNERS WE CAN  
MAKE PEOPLE CONSCIOUS**

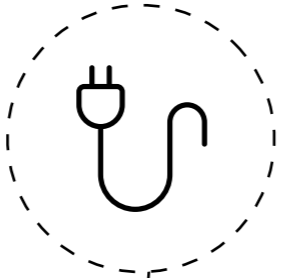




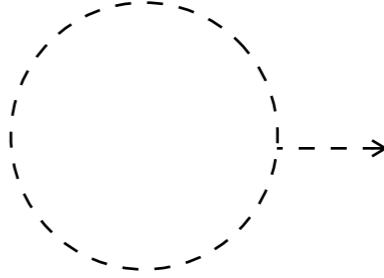
**FOOD WASTE**



TOPIC  
**FOOD WASTE**



FOOD WASTE  
AND ENERGY SAVING




TO STRENGTHEN  
SUSTAINABLE  
BEHAVIOURS



**CLIENT**

# TOPIC FOOD WASTE

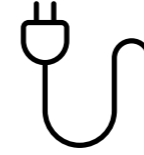
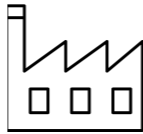


**25% of waste  
responsibility  
to the end user**



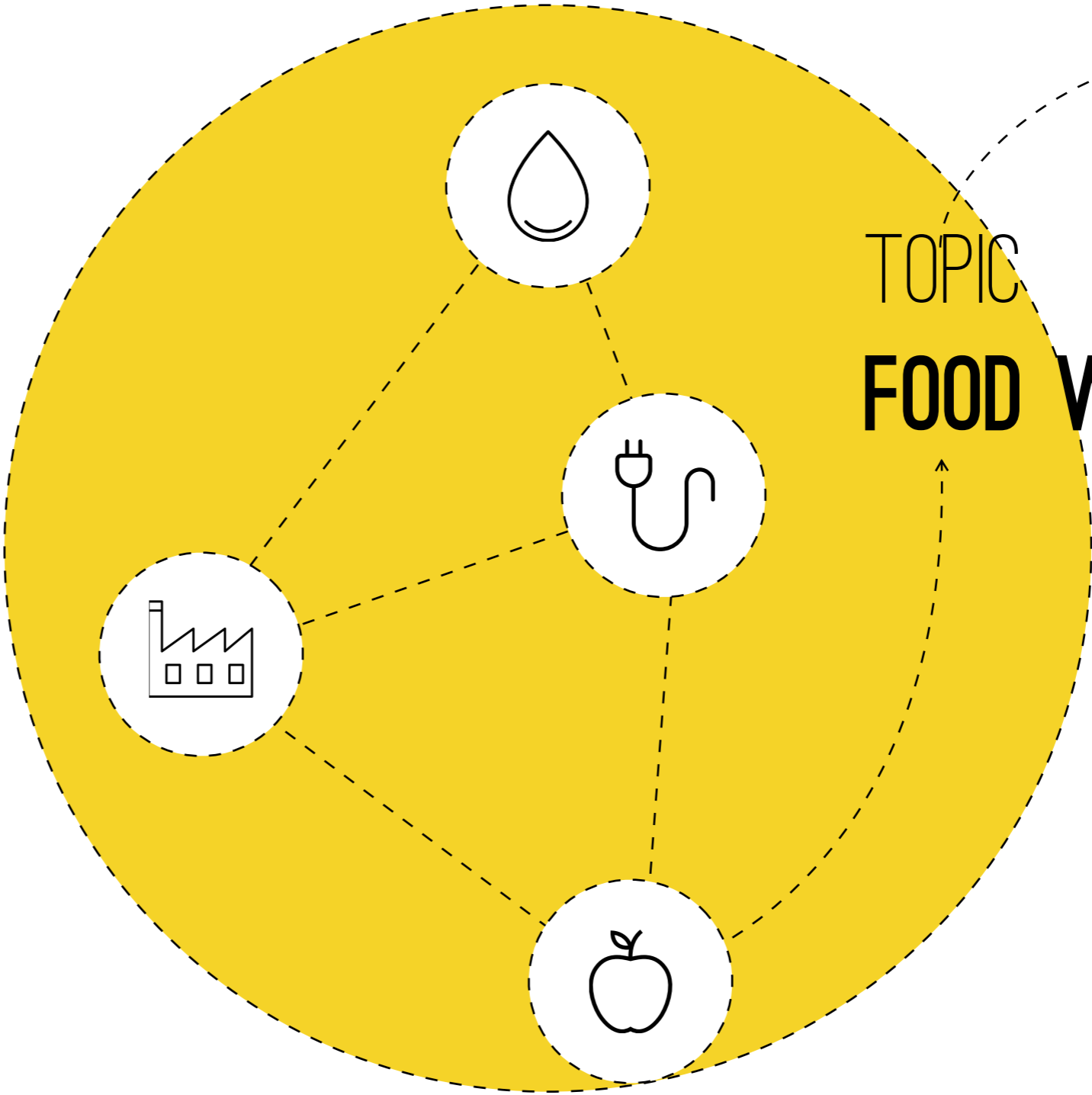
**75% is  
dissipated in  
the production  
chain**

(FAO 2014)





# H<sub>2</sub>O



TOPIC  
**FOOD WASTE**

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# ROLE COVERED BY COMMUNICATION PROCESSES

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# ROLE COVERED BY COMMUNICATION PROCESSES

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1

**teach students  
how to design a  
communication  
campaign**

2

**make students aware  
of a pressing issue &  
ambassadors within  
their networks**

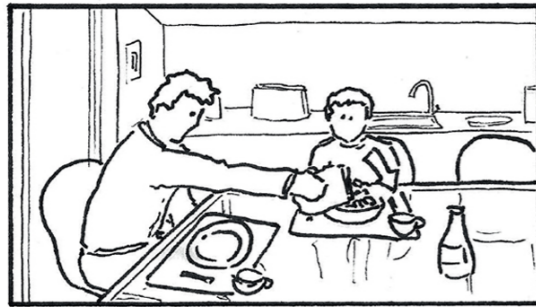
1

EVEN MICHELE KNOWS

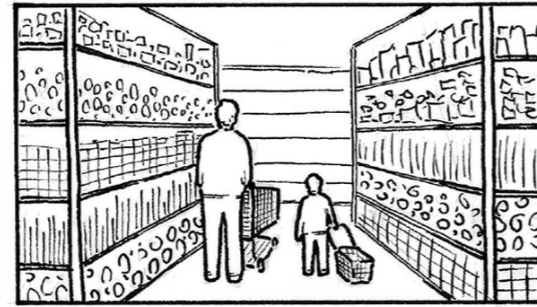
to change attitudes towards  
defective packaging



# Script



Altra inquadratura fissa più vicina  
Il padre versa i biscotti



Camera fissa grandangolare centrata  
Padre e figlio fanno la spesa



Camera grandangolare.  
Il padre sceglie il prodotto intero



Primo piano sul padre col  
prodotto ammaccato.

# Advertising



# Other communication formats



2

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 emphasizes the issue of virtual water

John Anthony Allan V, from King's College (London)



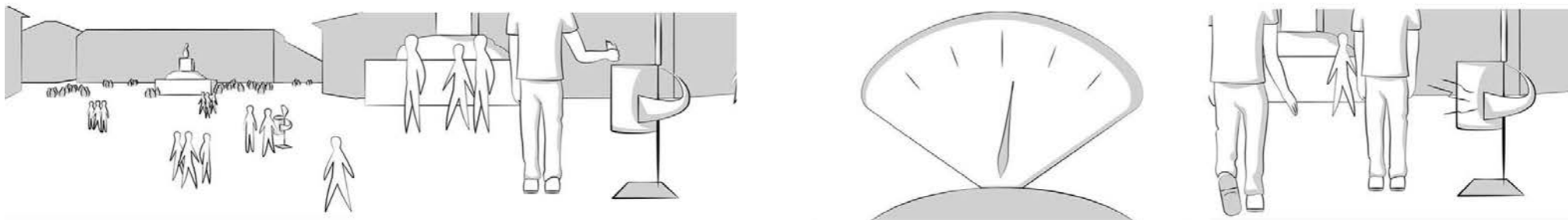
## Script



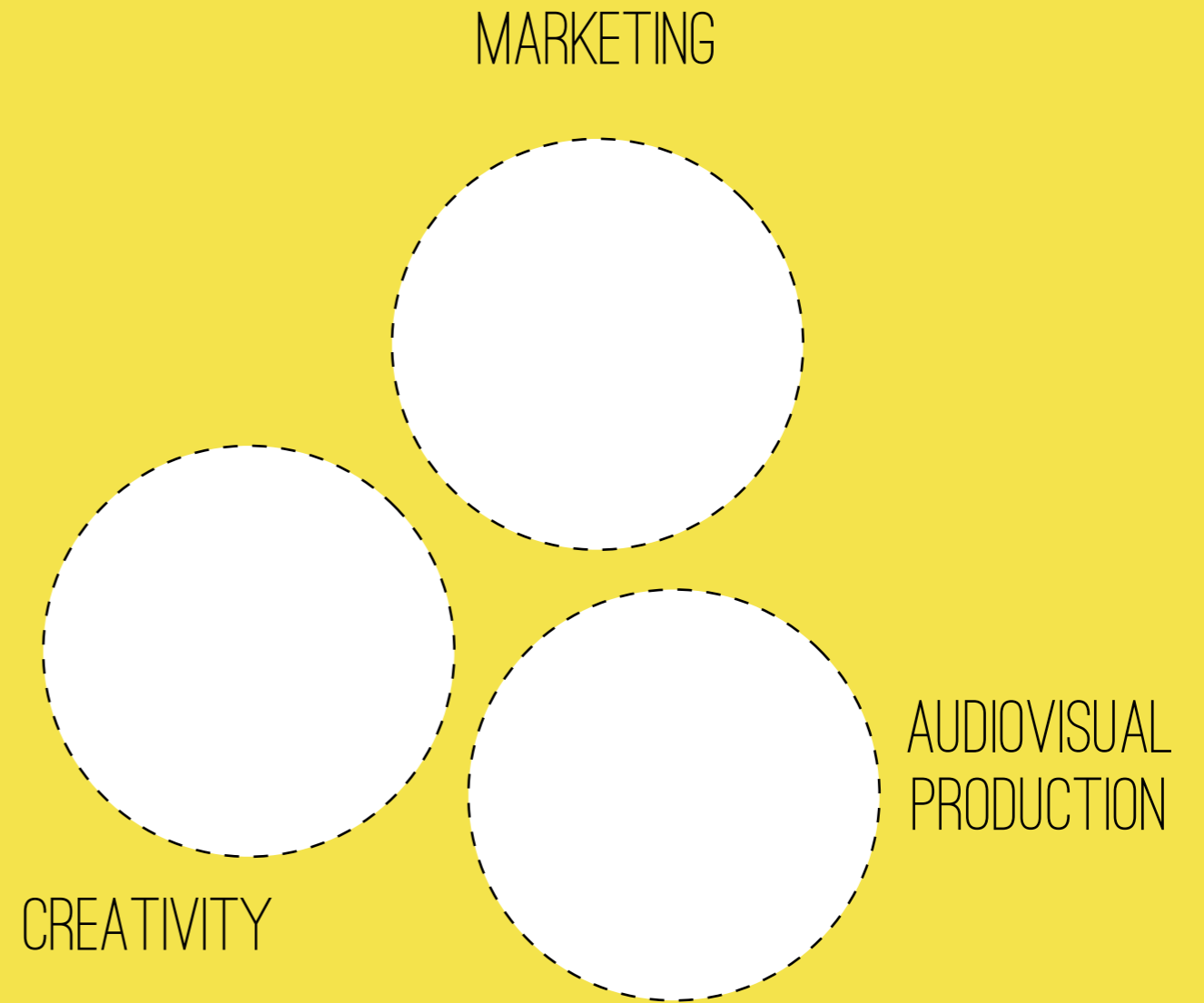
## Advertising



## Other communication formats: Unconventional



MOVIE DESIGN  
**METHODOLOGY**

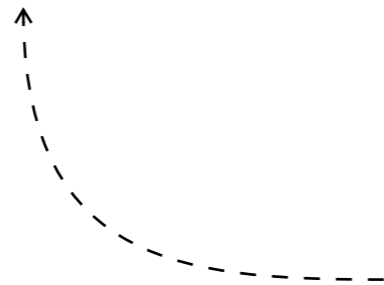




SOCIAL  
COMMUNICATION

MOVIE DESIGN

**COMPETENCIES**



MARKETING &  
COMMUNICATION

SOCIAL  
COMMUNICATION

MOVIE DESIGN  
**COMPETENCIES**

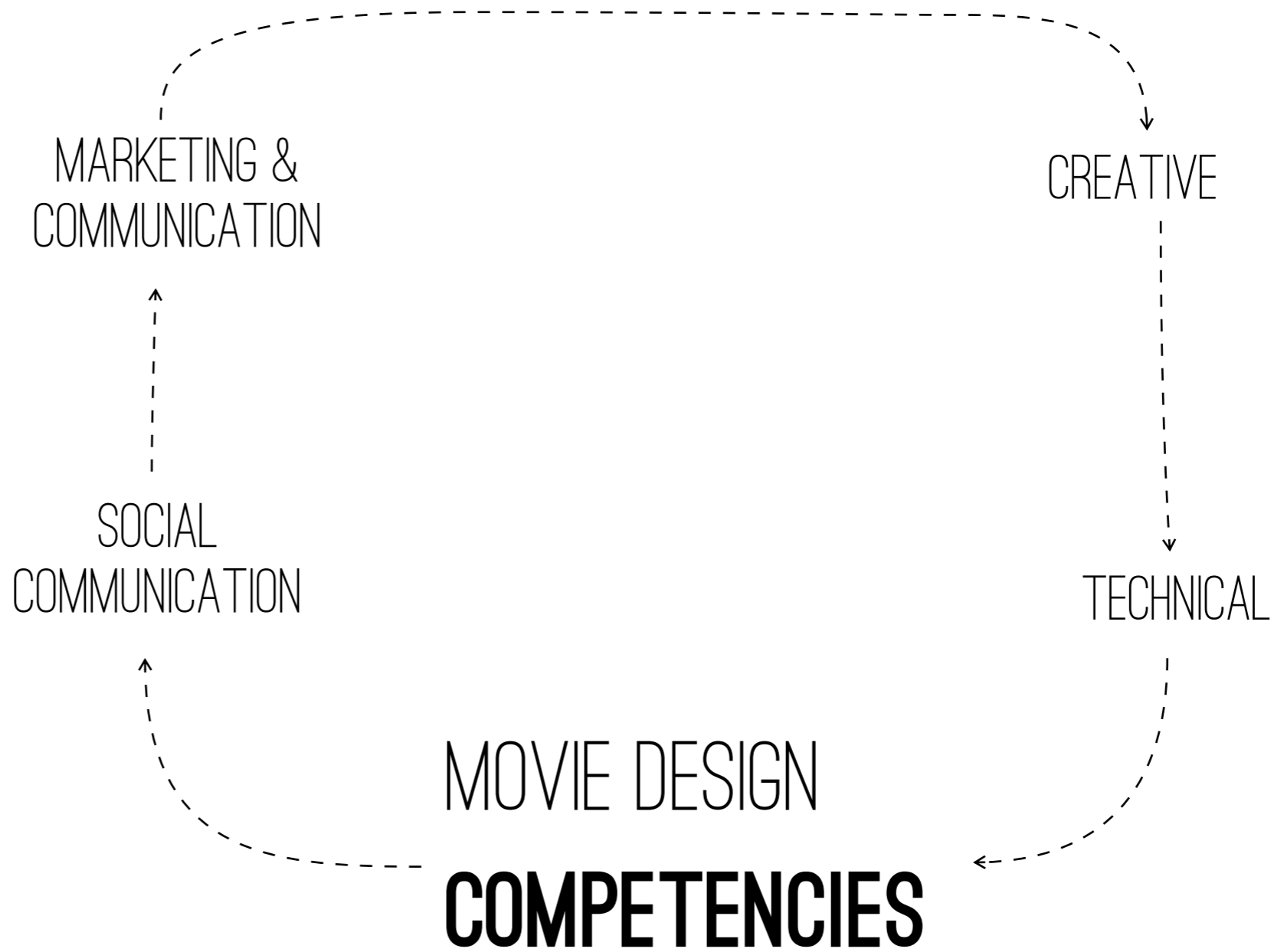
MARKETING &  
COMMUNICATION

CREATIVE

SOCIAL  
COMMUNICATION

MOVIE DESIGN

**COMPETENCIES**





# MOVIE DESIGN



DESIGN OF THE  
AUDIOVISUAL PROJECT  
(STORYTELLING) AND  
FURTHER ARTEFACTS

## **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)**

# MOVIE DESIGN

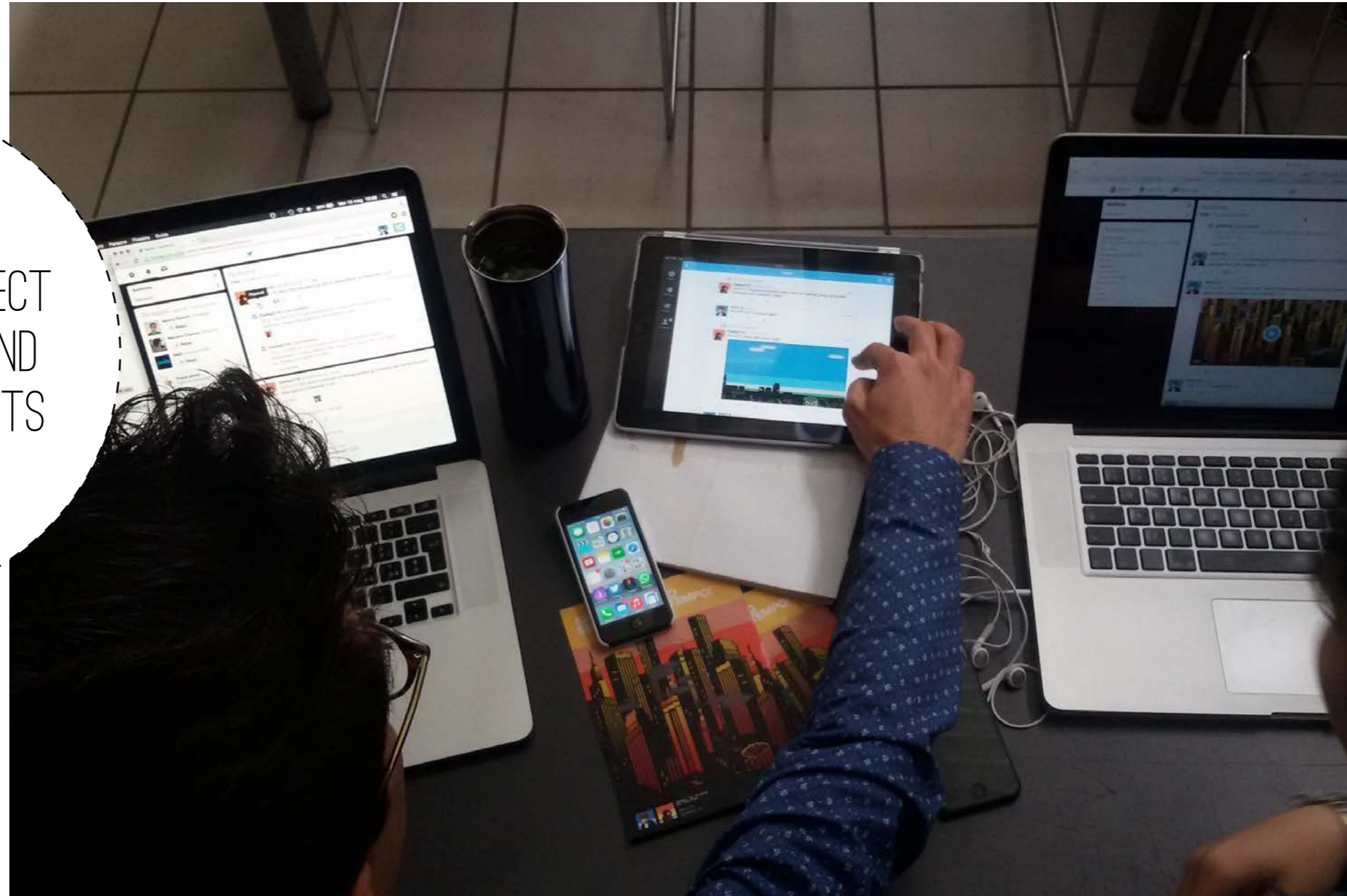
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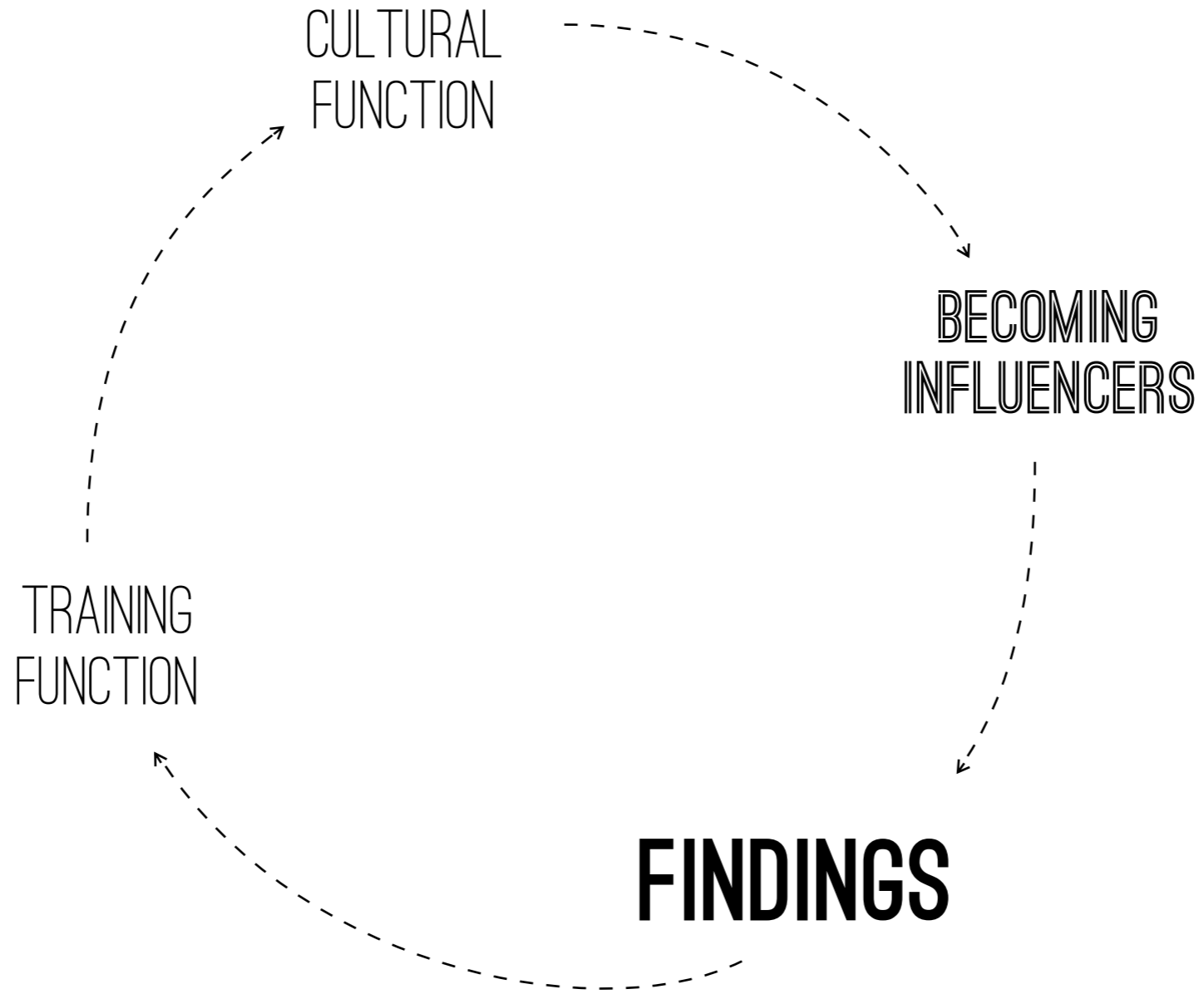
DESIGN OF THE  
AUDIOVISUAL PROJECT  
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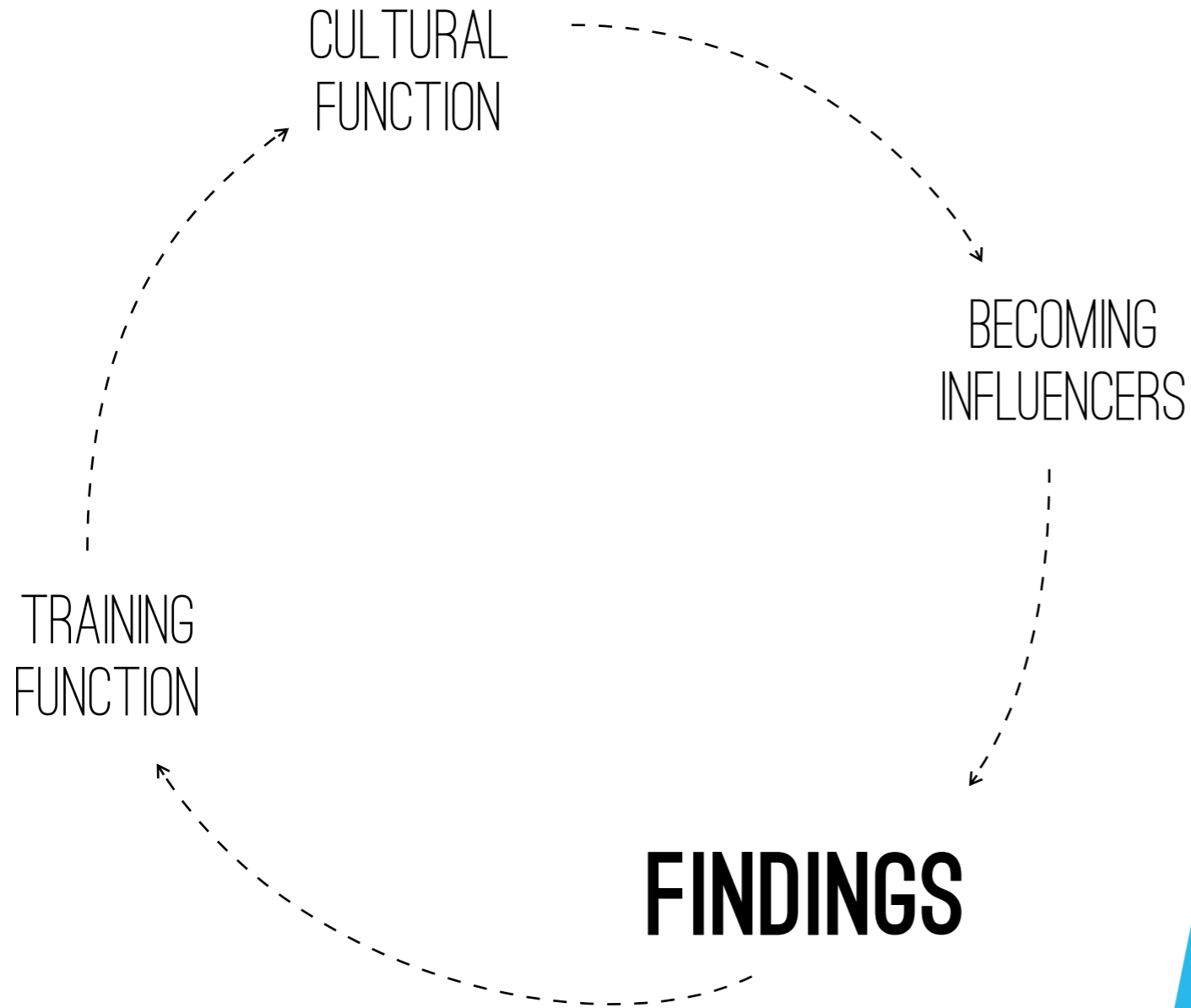


# MOVIE DESIGN

DESIGN OF THE  
AUDIOVISUAL PROJECT  
(STORYTELLING) AND  
FURTHER ARTEFACTS







**dialogue with different  
domains and actors**

**+**

**cross-fertilization**

**CONSTRUCT  
NEW MEANING  
& KNOWLEDGE**

dialogue with different  
domains and actors

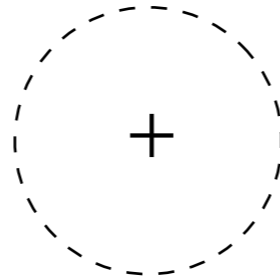
+

cross-fertilization



CONSTRUCT  
NEW MEANING  
& KNOWLEDGE

PRACTICAL  
IMPLICATIONS



benefits

- + understanding
- + feel a different  
responsibility  
and pride

# PRACTICAL IMPLICATIONS

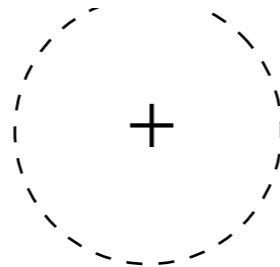
**dialogue with different  
domains and actors**

**+**

**cross-fertilization**

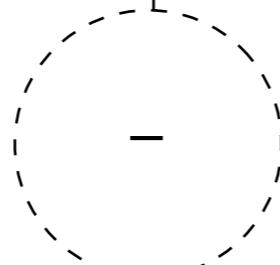


**CONSTRUCT  
NEW MEANINGS  
& KNOWLEDGE**



**benefits**

- + understanding**
- + feel a different responsibility**



**problematics**

- different background & skills**
- diverse sensitivity**



**ad hoc, targeted  
experts'  
interventions**

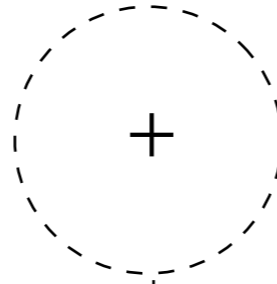
**dialogue with different domains and actors**

**+**

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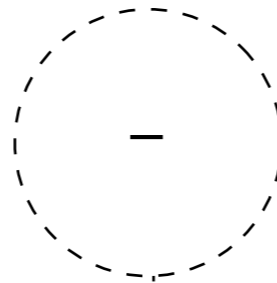


**CONSTRUCT  
NEW**



**benefits**

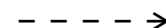
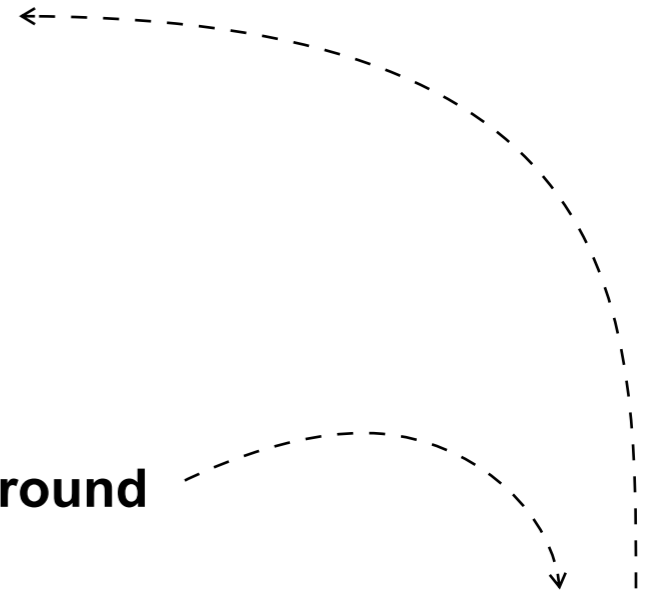
- + understanding**
- + feel a different responsibility**
- + acquire new perspectives**



**problematics**

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

**ad hoc, targeted experts' interventions**





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CHANGE  
STARTS FROM  
DETAILS

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TKS



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