

# Dream\* Destinations

Global temperature is increasing, causing sea levels to rise.

By 2050 many low-lying island nations known for their pristine beaches, bustling tourism and rich culture, will be threatened with the daunting reality of ceasing to exist.

**Dream destinations will be the first to go.**  
**Destinations that everyone hopes to visit.**

Dream\* Destinations is an initiative sponsored by Greenpeace, that puts pressure on the UK government, to follow through with their signatory on the Paris Climate Agreement; even after we leave the European Union.

The UK should maintain its commitments on climate change, irrespective of Brexit.

As John Sauven, executive director of Greenpeace UK, put it:

**“Britain isn’t leaving the international community, and we’re certainly not leaving the planet. That means the Paris Climate Agreement is every bit as vital to our future as it was yesterday.**

**In fact, sticking to our Paris promises is more important than ever: we are about to negotiate new trade deals, and the last thing we can afford to do is break the commitments we made to the world a few years ago.”**

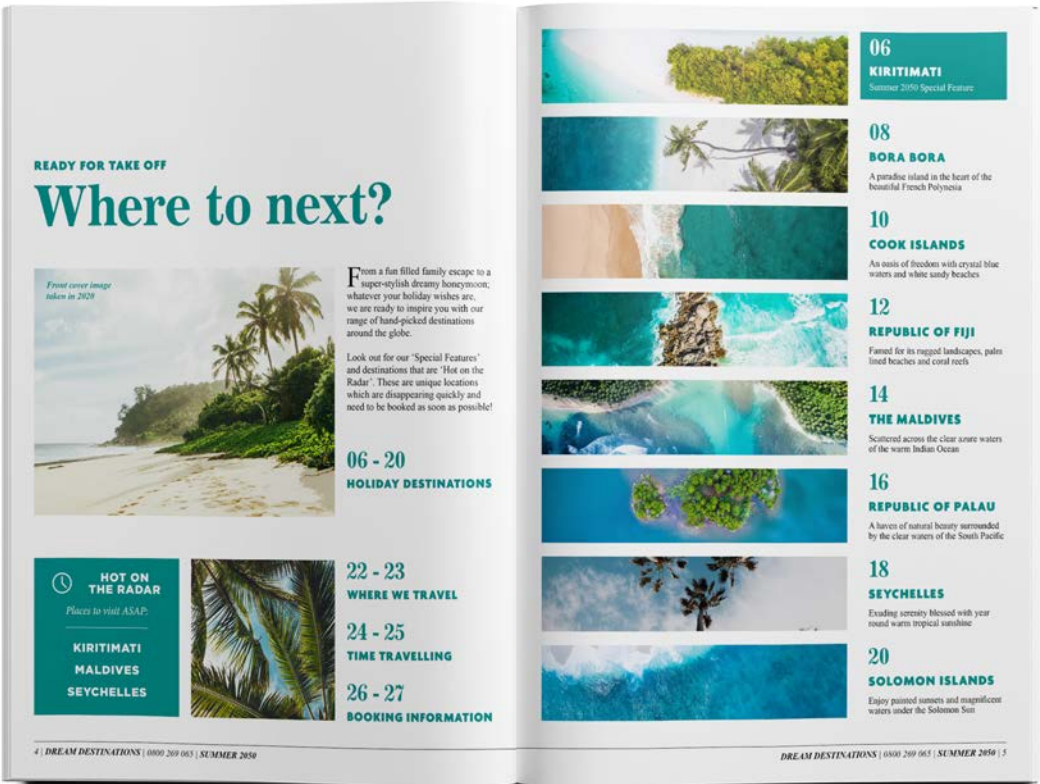
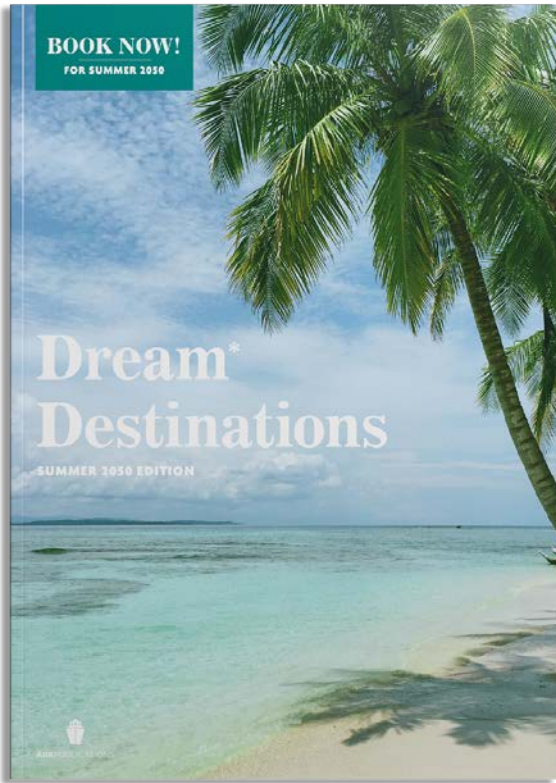
Brochure

Dream\* Destinations will provide travel agents with an additional brochure to hand out to potential holidaymakers, for destinations that are in immediate danger from sea level rise.

This makes the people with the ability to visit, aware of the problem of rising sea levels on low-lying islands and how quickly this could happen.

The travel brochure will be set in 2050, as by then, many of these low-lying islands will no longer be able to be visited, or will be under extreme risk and disappear very soon.

A special feature of this brochure is the island of Kiritimati; the island that will disappear first if sea levels continue to rise.





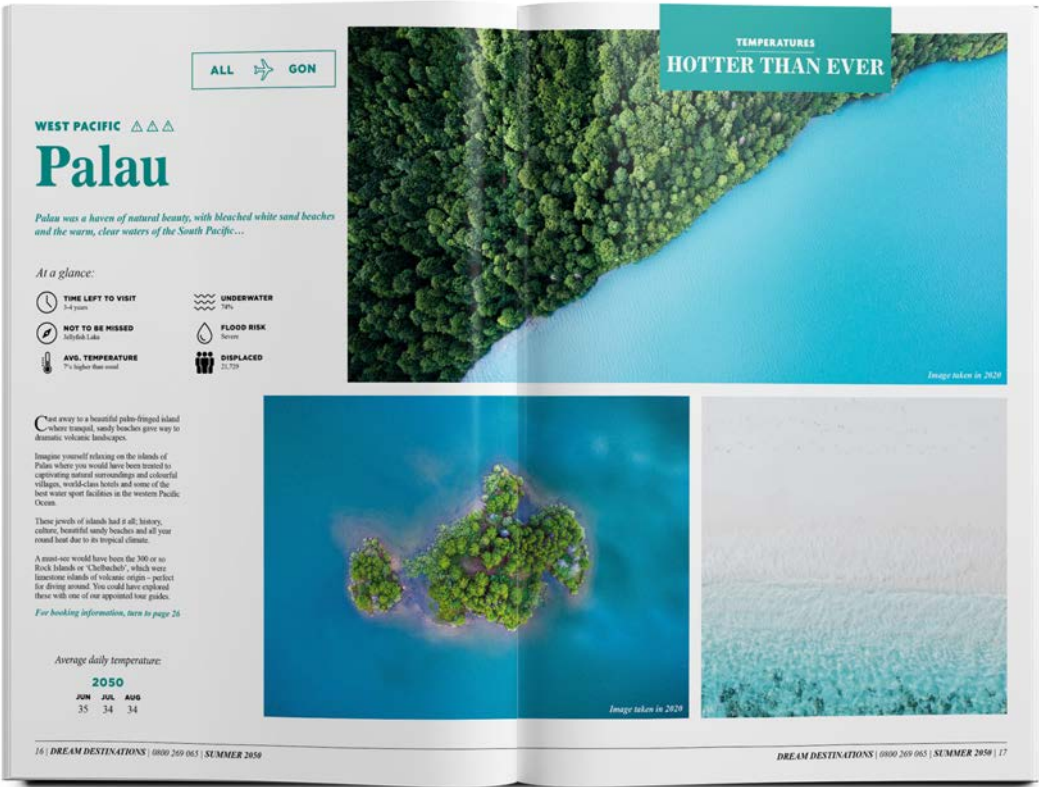
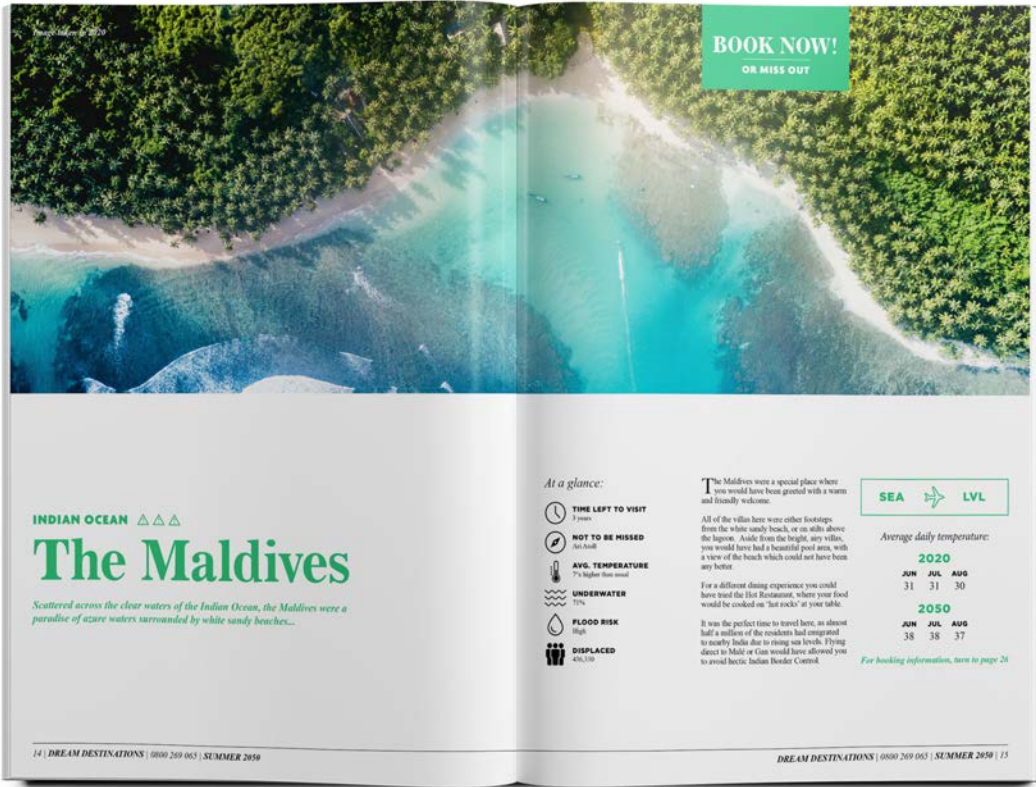
Brochure

The holiday brochure is written in past tense to highlight the facilities that holiday makers could have visited, if the destinations were still able to be travelled to.

The photography style is always shot from above, as aerial shots clearly show how much islands can disappear with just a little sea level rise. It also shows that there is nothing left on the island when the sea levels cover them.

The brochure mimics real-life travel brochures, covering where we travel (the top 8 island nations at risk from sea level rise) and features ‘hot on the radar’ destinations; which must be visited as soon as possible (due to them being the most at risk).

It is only towards the end of the brochure that the real message and full campaign is revealed.



At the end of the brochure, readers can get involved by visiting the website or by signing a nationwide petition, calling for the UK to honour its promises made under jurisdiction of the EU.



DREAM\* DESTINATIONS

# Now is not a time to relax

*Everybody is aware that climate change is being experienced globally; some areas more than others.*

Rising sea levels could make thousands of islands from the Maldives to Hawaii ‘uninhabitable within decades’.

Low lying islands - those dream destinations that everyone hopes to visit once in their lifetime - are the first places that are being affected. It seems like **these islands will literally be a dream if something is not done**, as soon as possible.

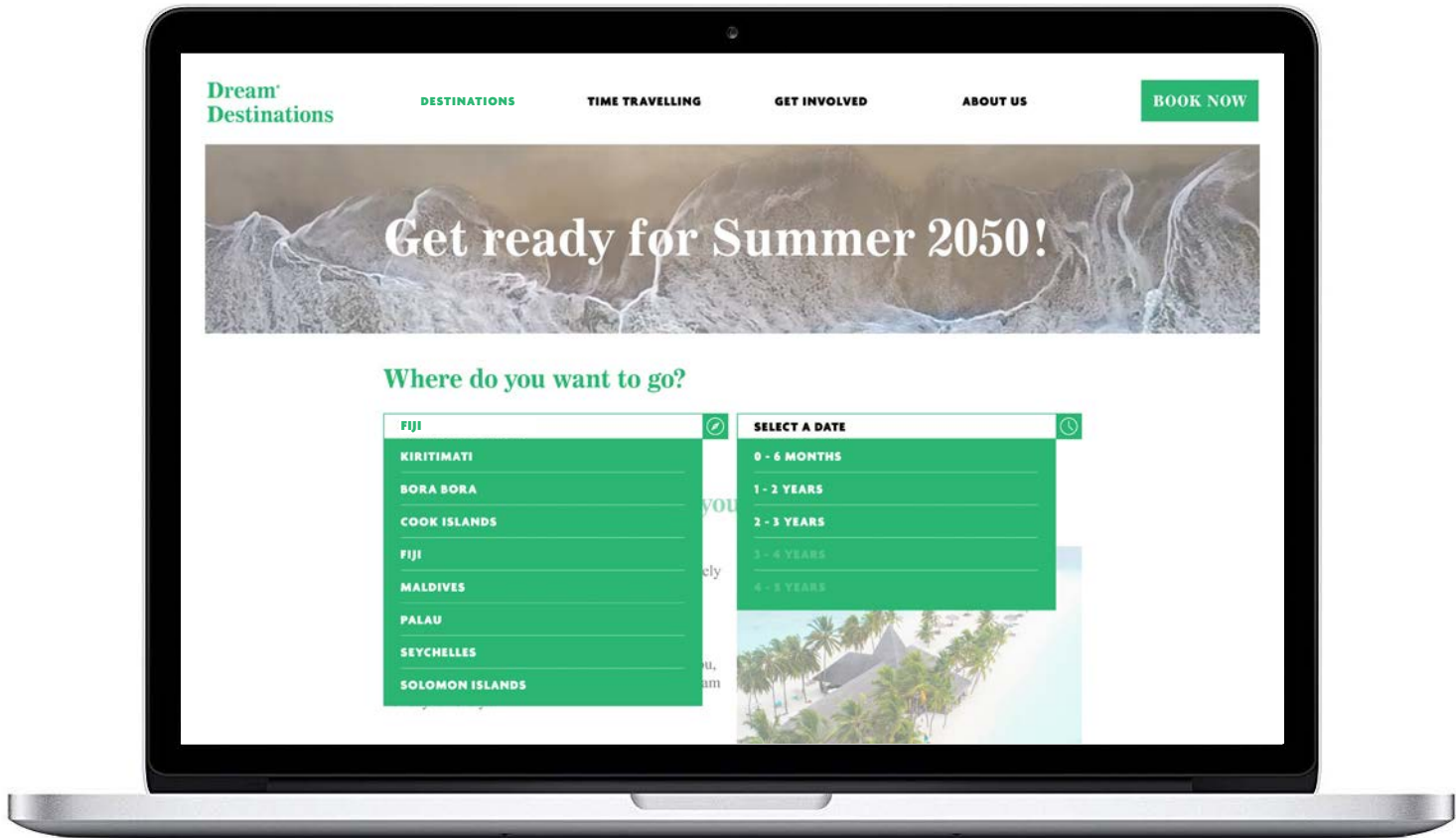
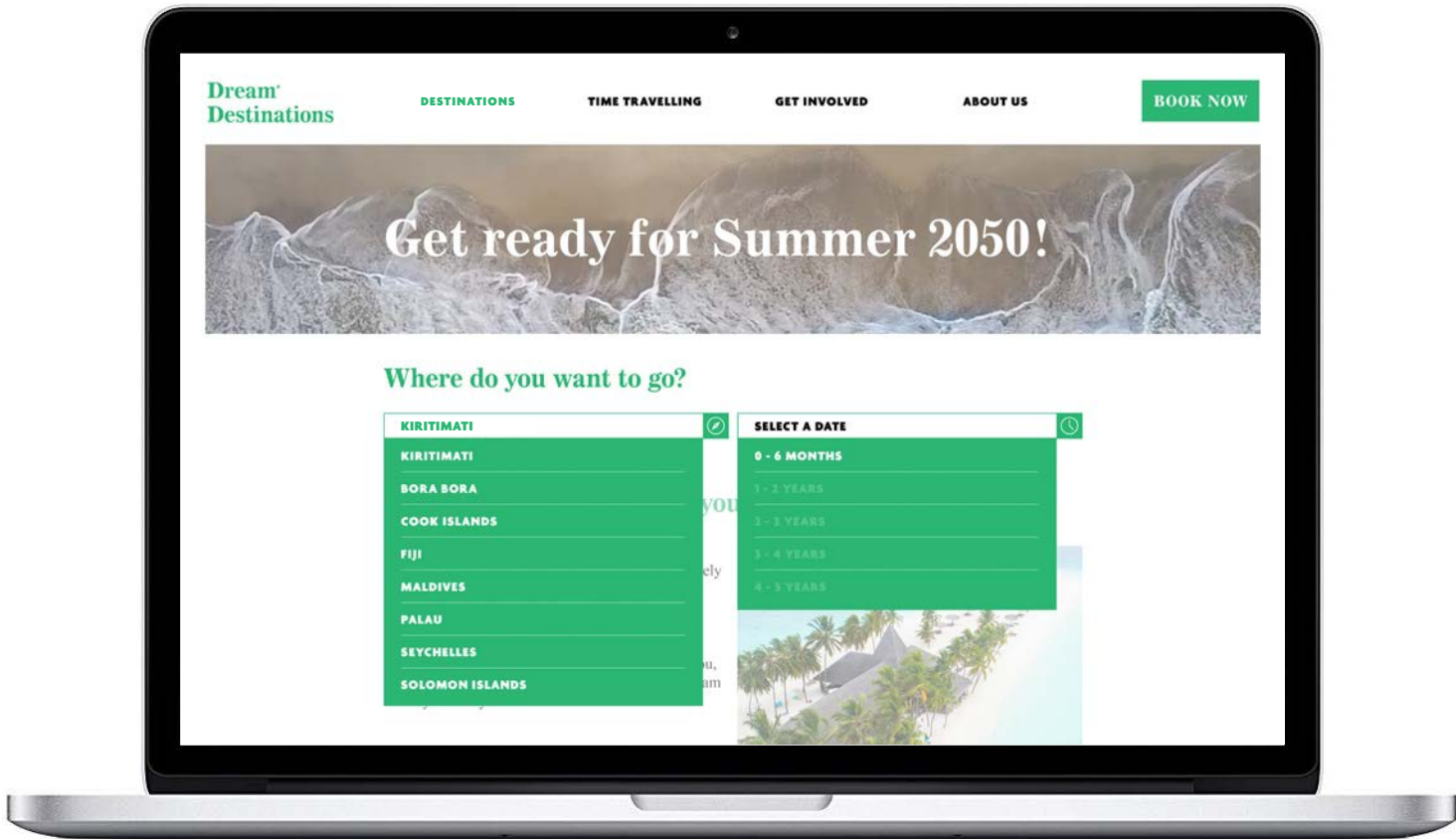
The **Paris Climate Agreement** is a worldwide step in the right direction to combat Climate Change. Countries have come together to **limit the century’s global average temperature** increase to no more than 2 degrees Celsius above the levels from the years 1850-1900. The UK signed this under the jurisdiction of the EU, but now we have left we no longer have that obligation.

Just because the UK has left the EU it doesn’t mean we have left the world or the international community.



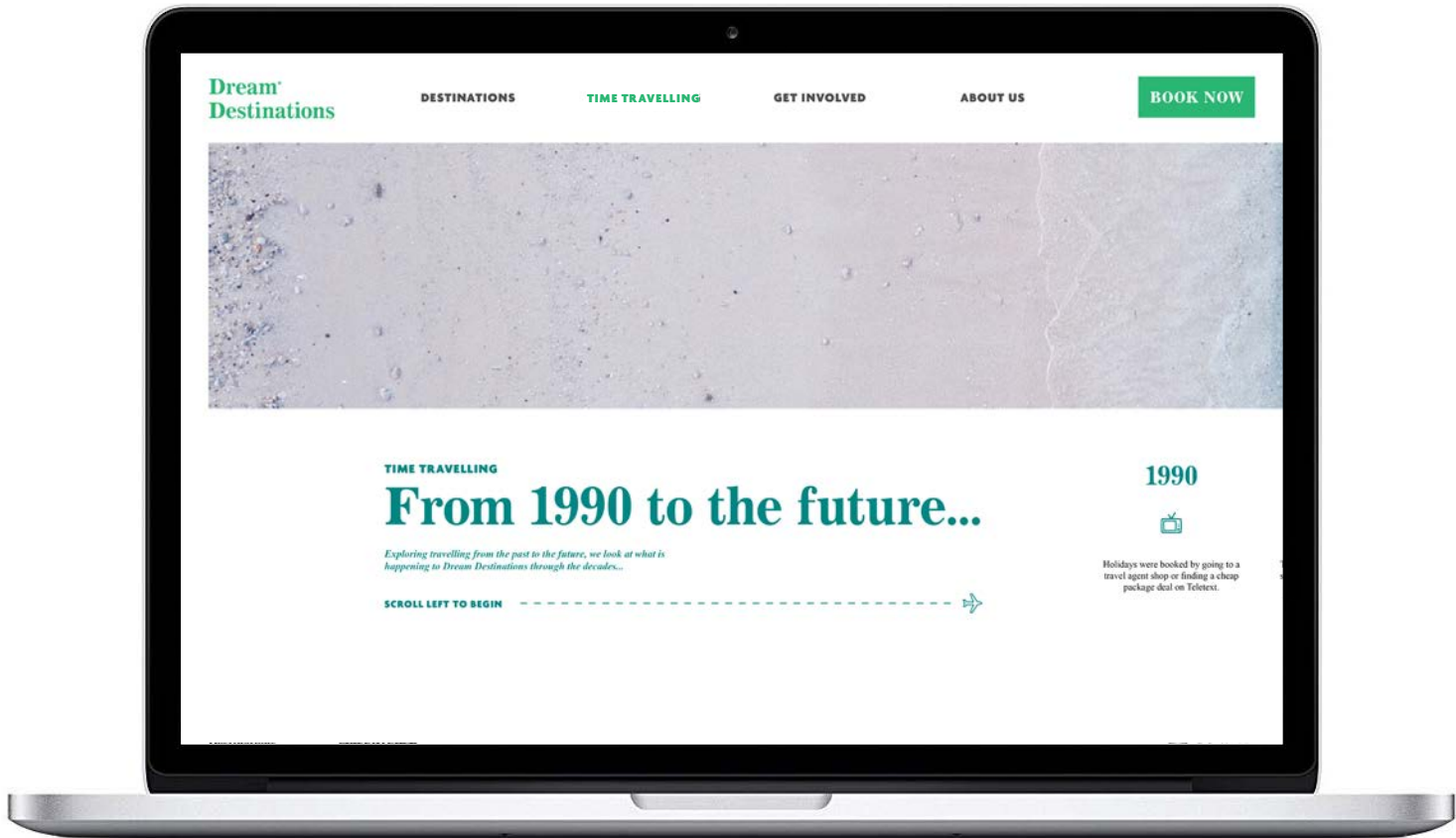
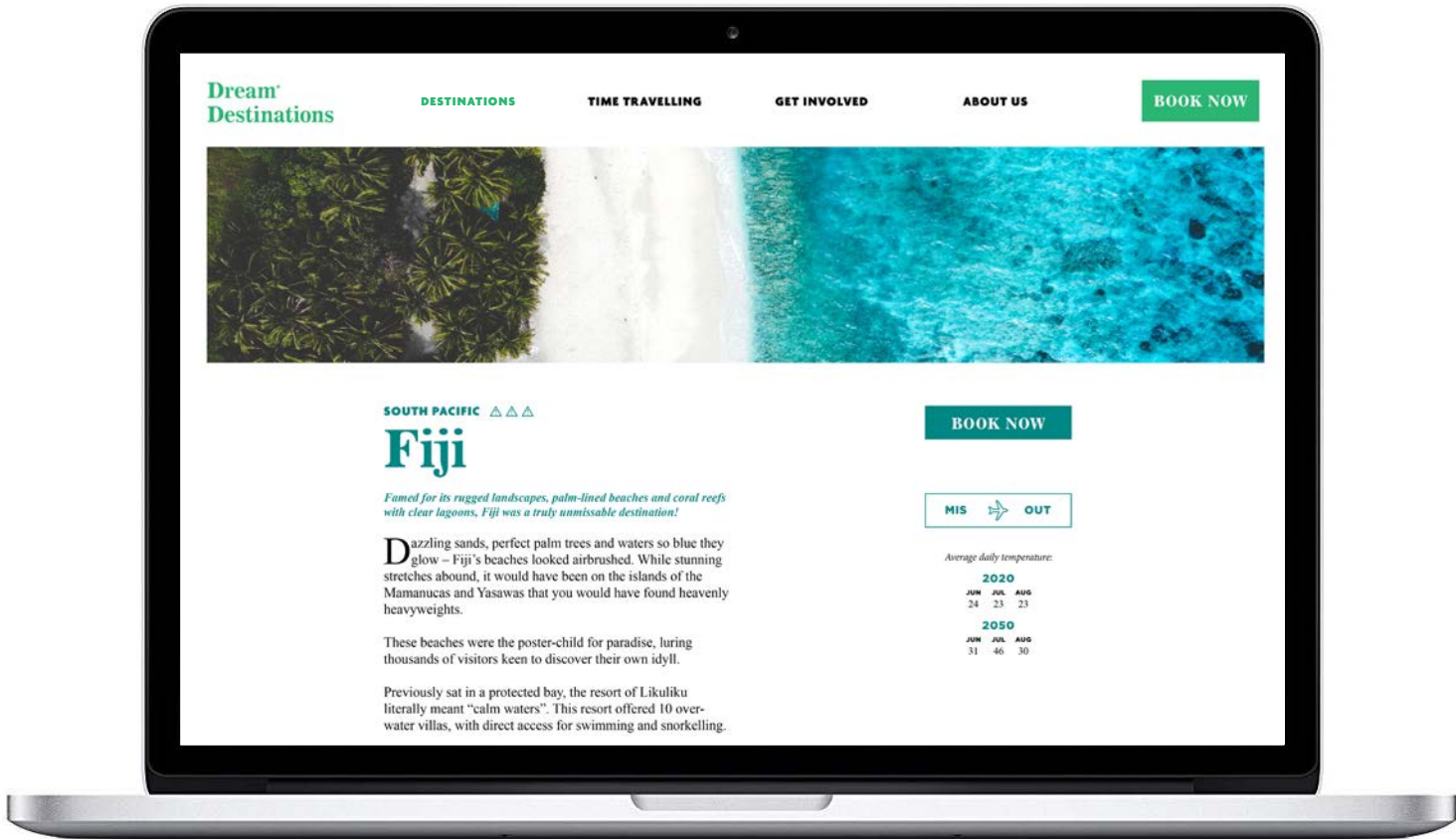
The website allows the user to search for destinations that are under immediate threat from rising sea levels.

The destinations' availability will change, depending on how quickly sea levels rise which will cause the destination to disappear.



Users can find out more about a specific travel destination (similar to the Travel Brochure) and explore the Travel Timeline to see how holiday destinations have changed through the decades.

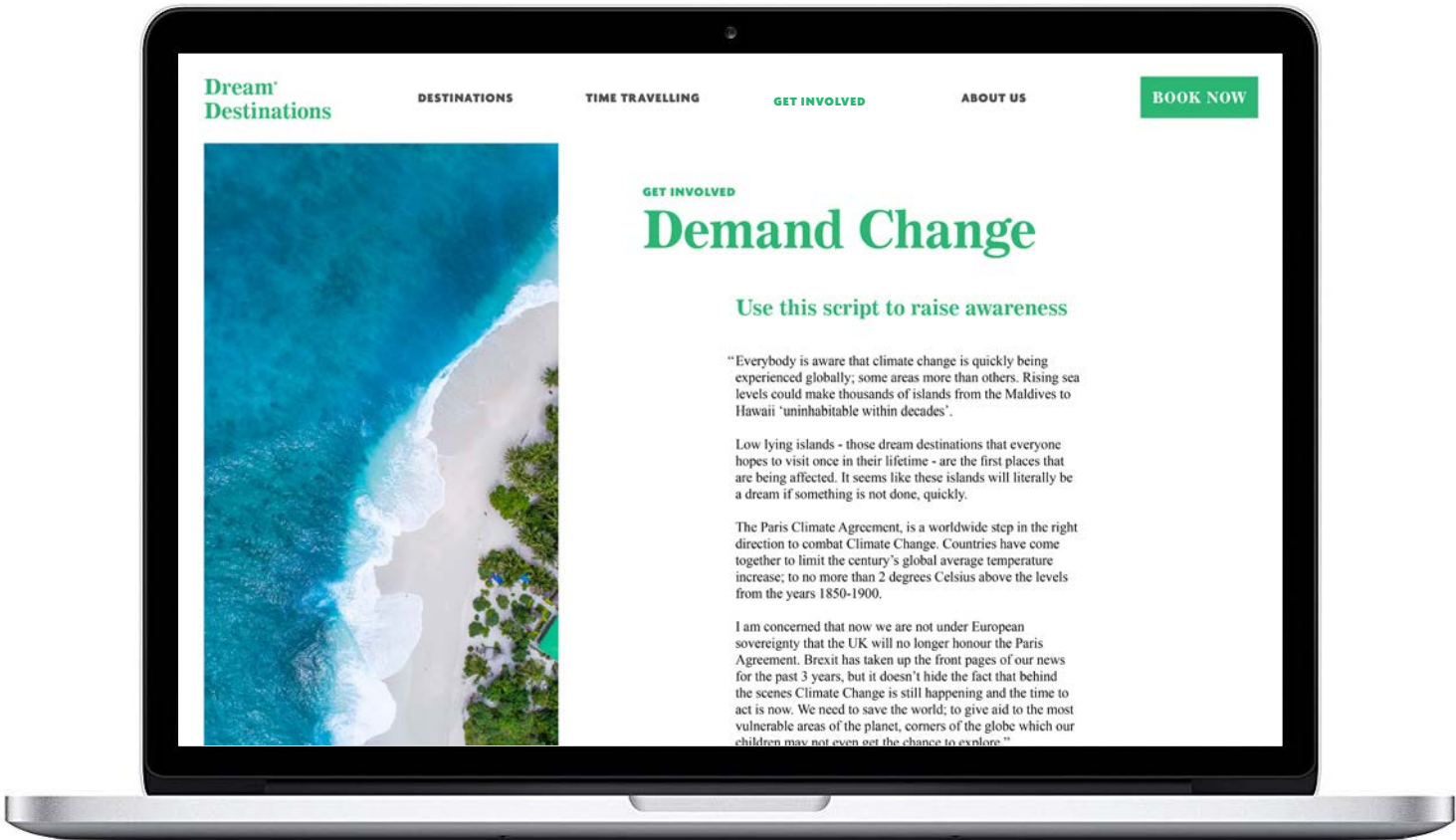
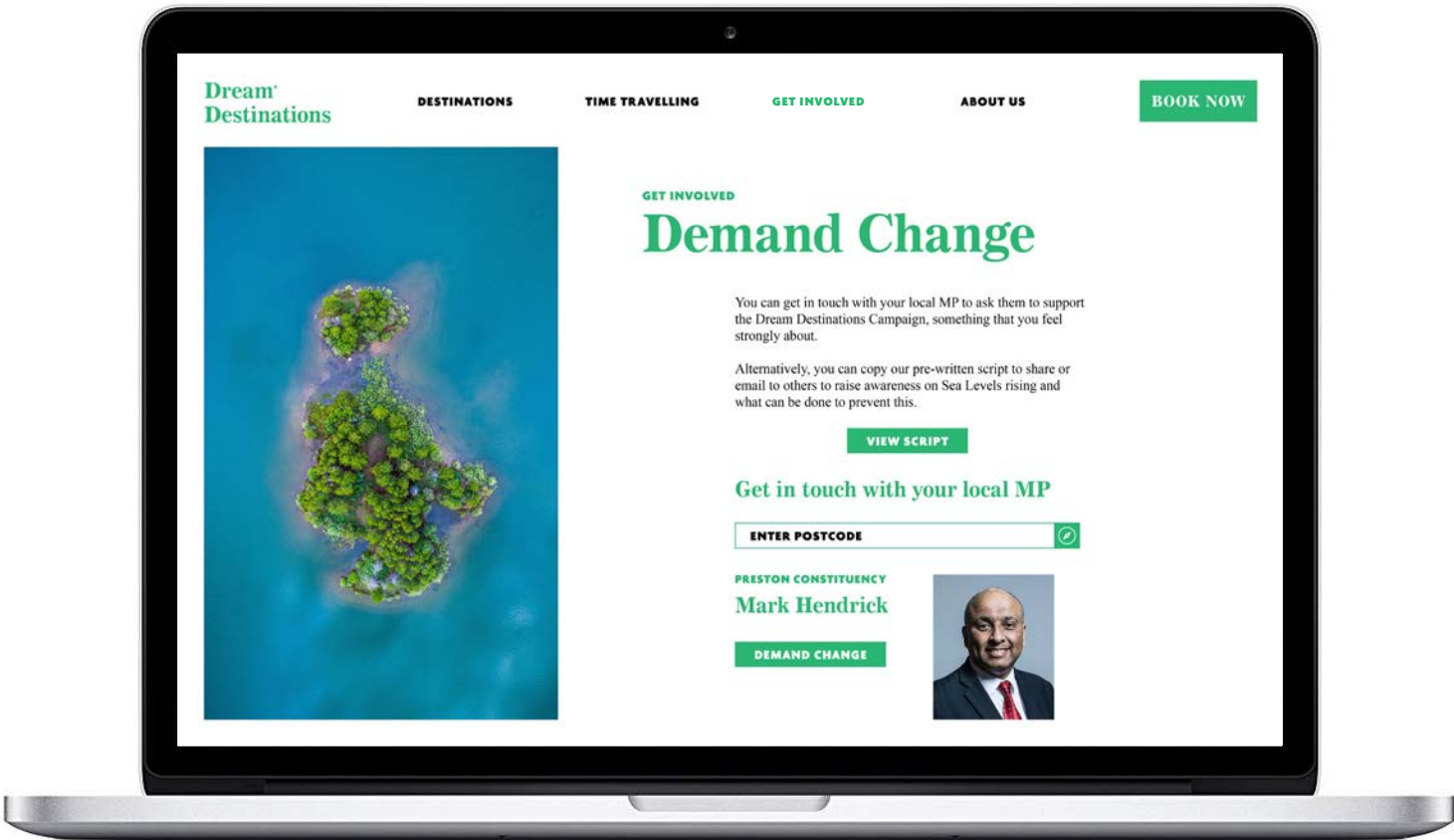
The website continuously asks the user to ‘Book Now’ (mimicking a travel website) and this will lead them to the ‘Get Involved’ page so they can find out more about the campaign.



The call-to-action, from brochure to website, leads users to a page where they can ‘Demand Change’.

This allows them to find their local MP and send a pre-written message to them to help raise awareness on the issue.

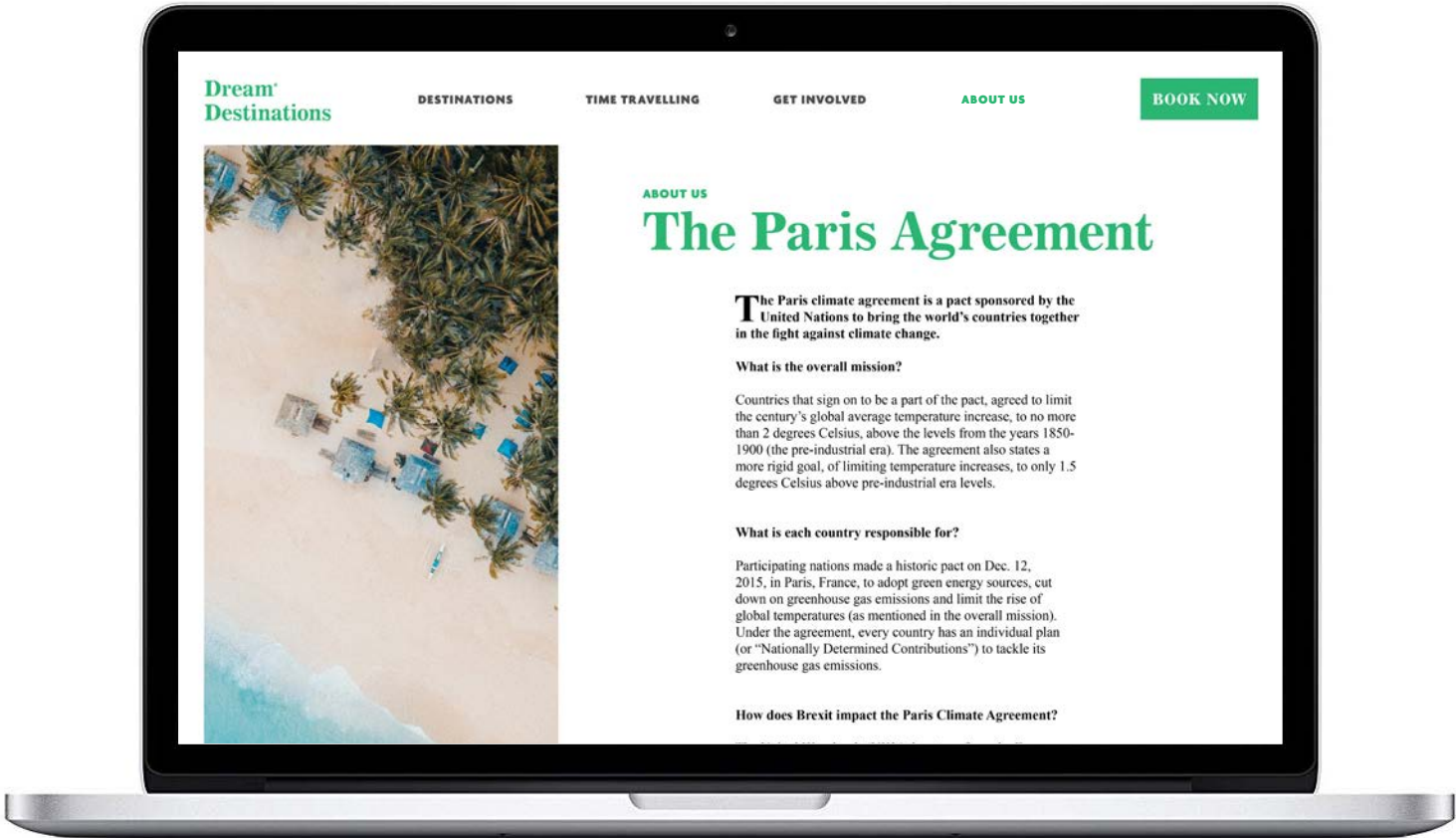
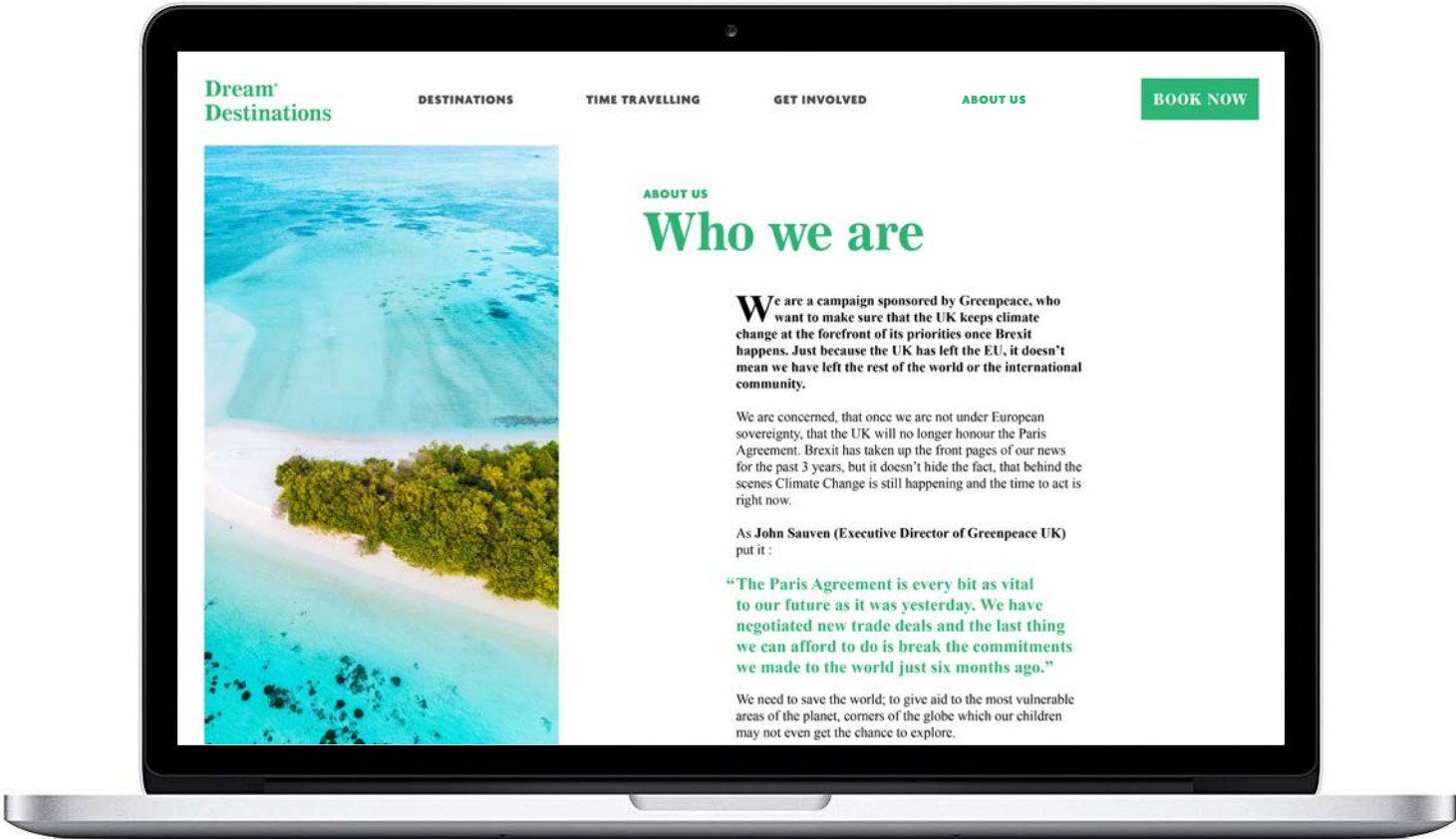
With enough people sending the same message to their MP’s, the aim is that the government will be aware of the Climate Change issue and act upon this.



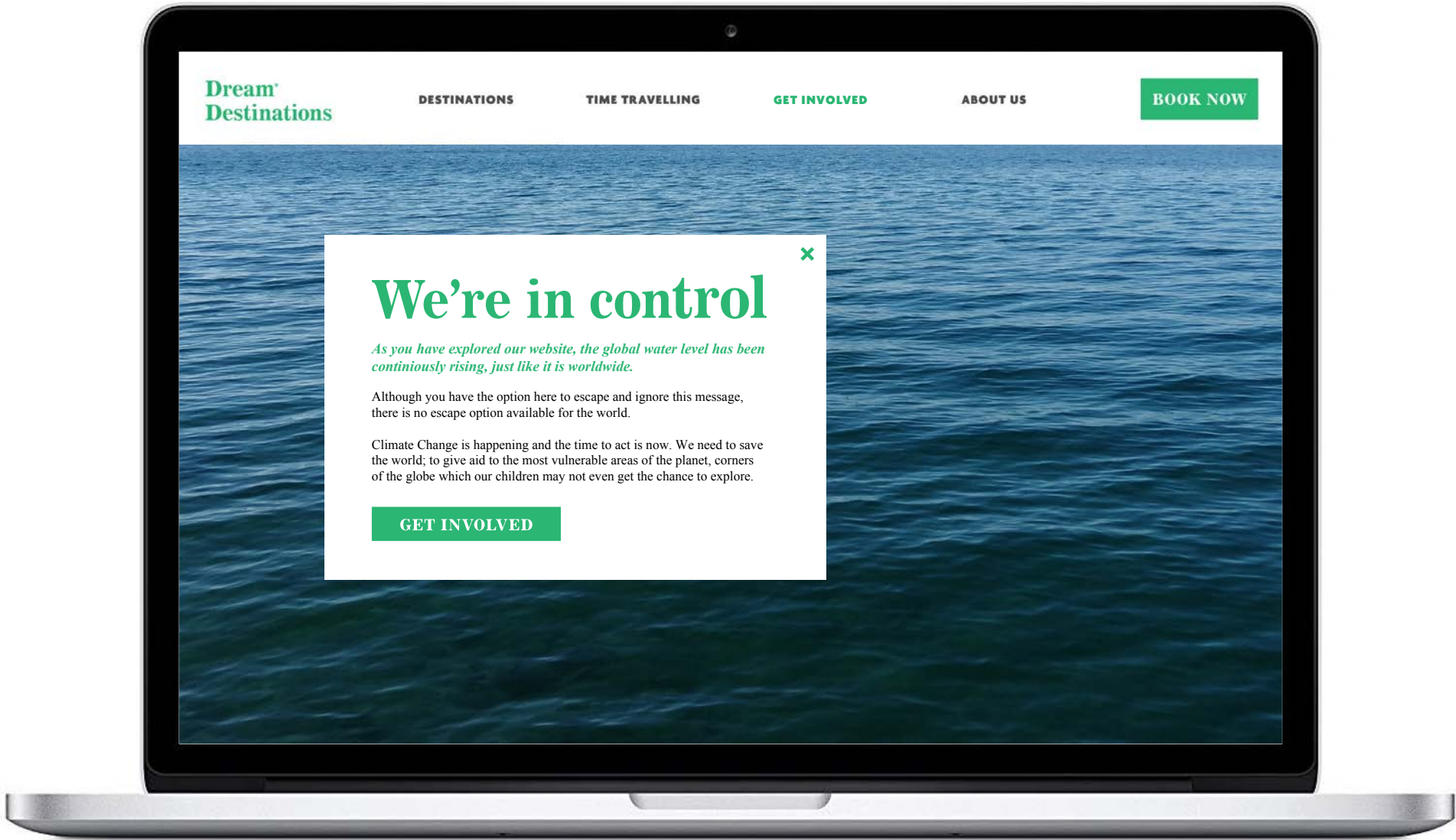


There is also a page to find out more about the Dream\* Destinations campaign itself, as users may not be aware of its aim if they have reached the website through the Greenpeace Instagram.

Another page on the website will explain (in more detail), The Paris Agreement and what it does to help climate change.



Finally, users of the website will also encounter a ‘rising’ pop-up if they have not got involved with the campaign yet.



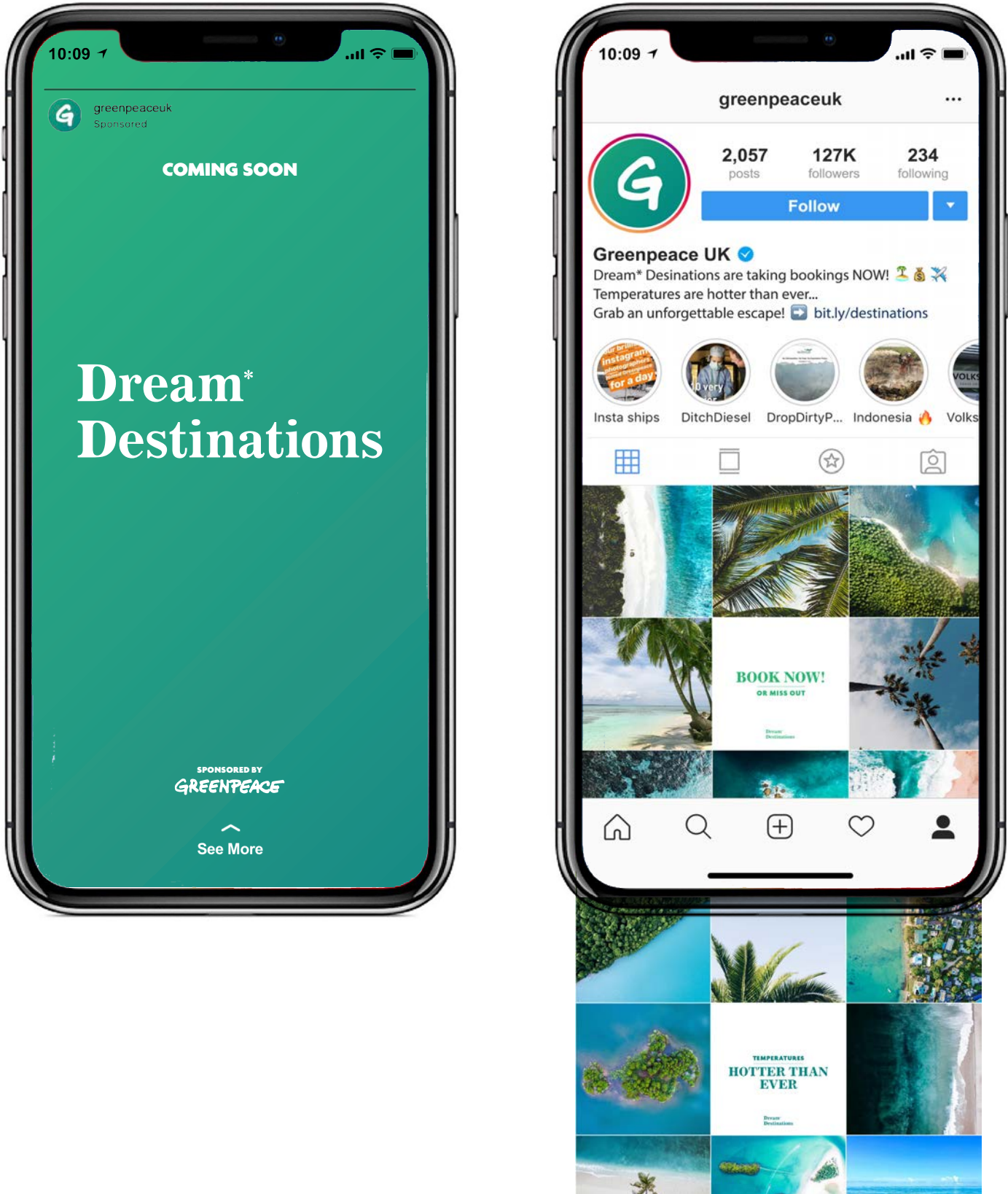


Social Media

As the campaign is sponsored by Greenpeace UK, it will take over their Instagram for a couple of months.

Taking form as a luxury travel brand, Dream\* Destinations will invite users to ‘book’ luxury holidays via their website.

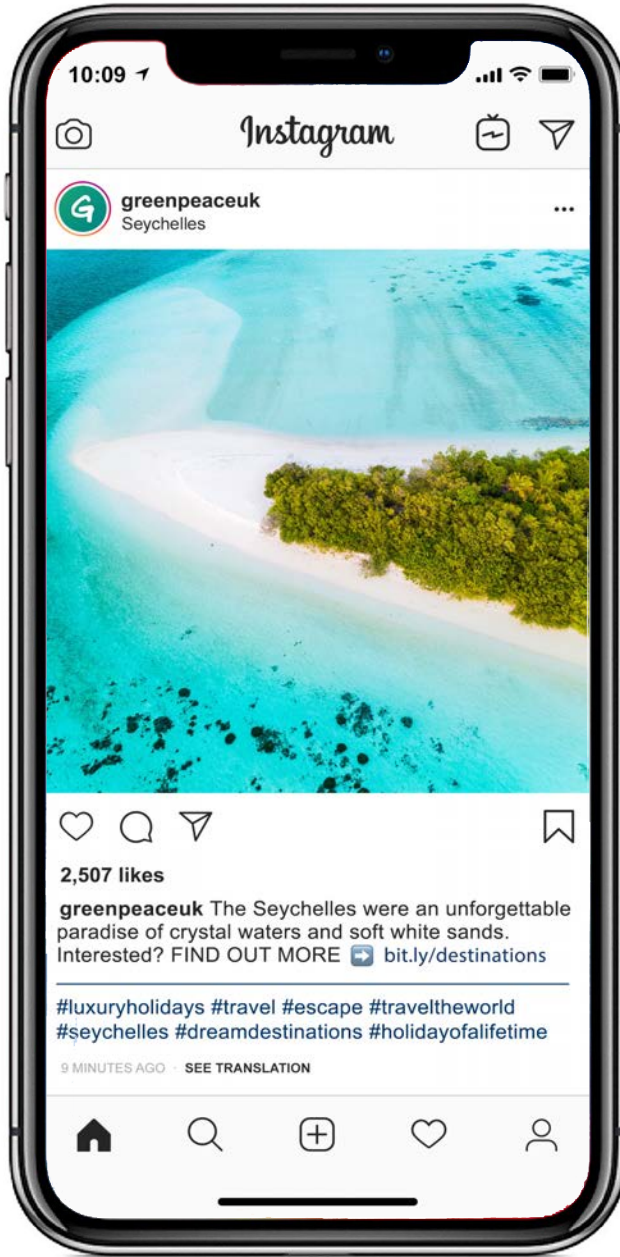
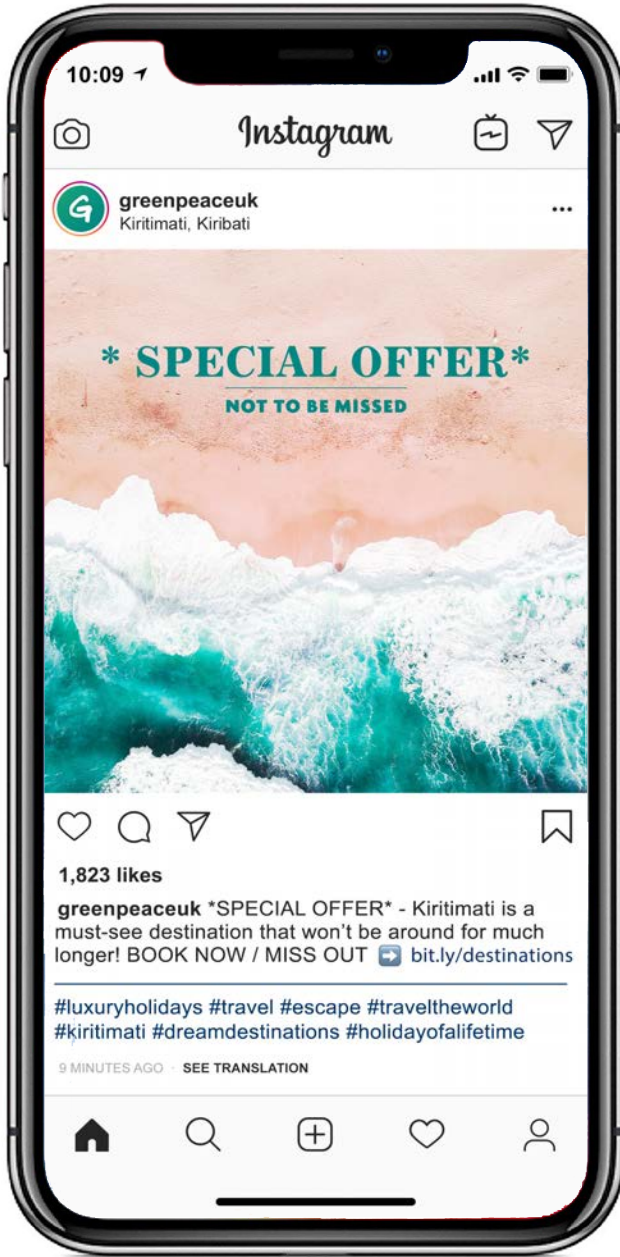
Interspersed between the dreamy holiday photographs would be posts advertising ‘temperatures hotter than ever!’ and “book now!” To the average user (who perhaps isn’t aware of the campaign yet) it appear as though Greenpeace is offering luxury holidays.



Social Media

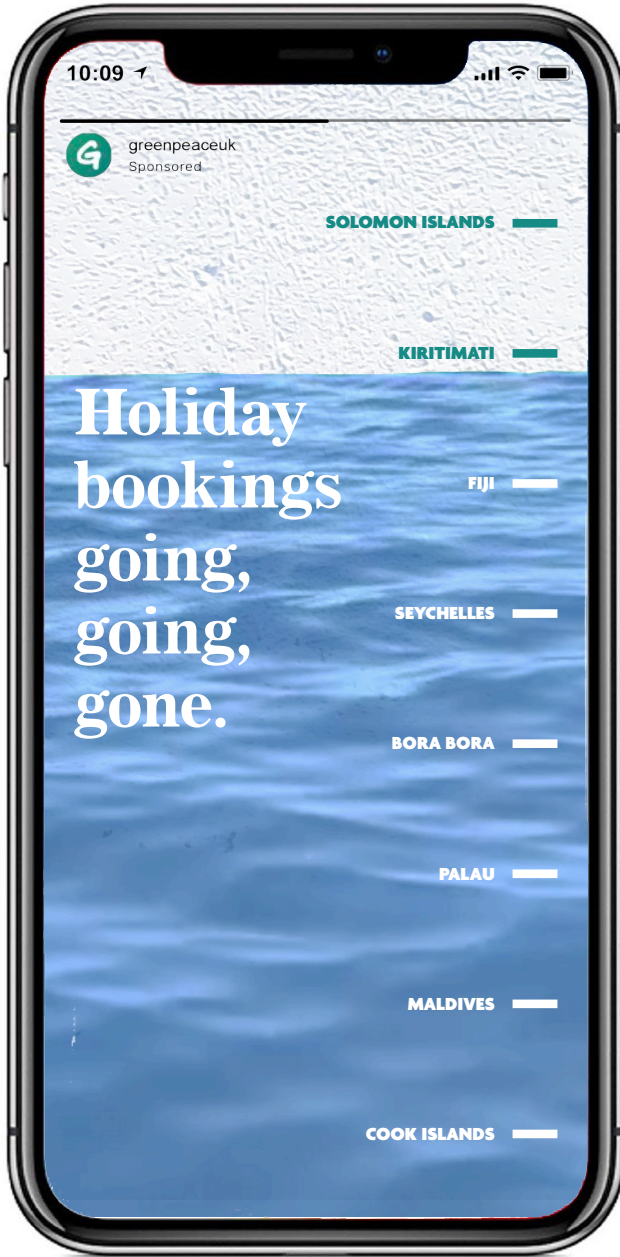
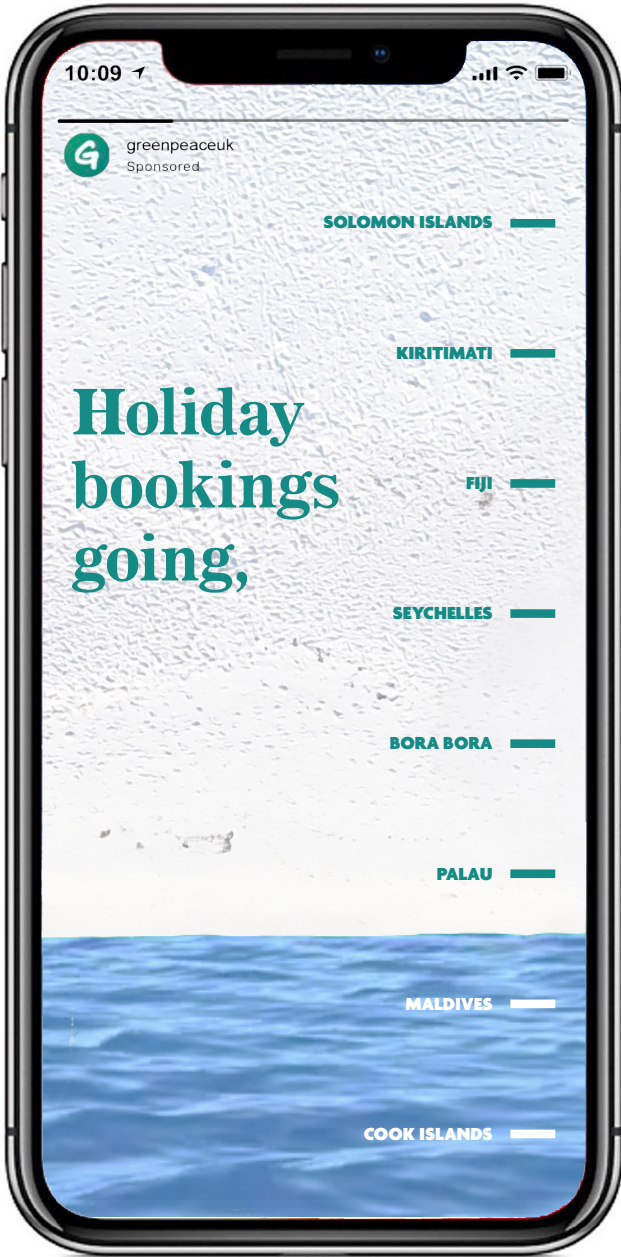
Each Instagram post will look like a snap from a luxury holiday destination.

The photo captions will invite users to ‘book’ holidays soon, as ‘temperatures are hotter than ever’. The link will lead them to the Dream Destinations website where they will discover the campaign.



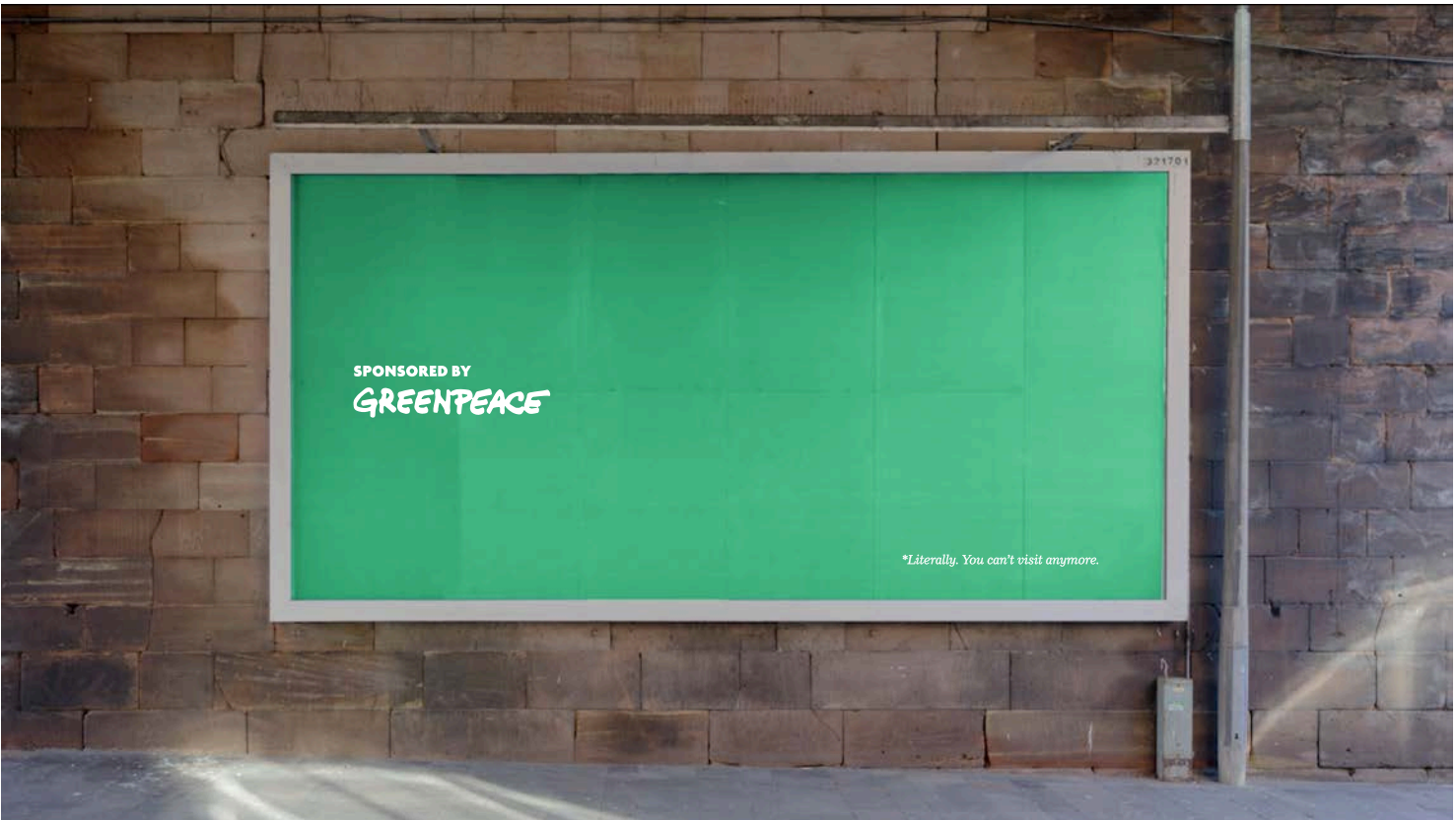
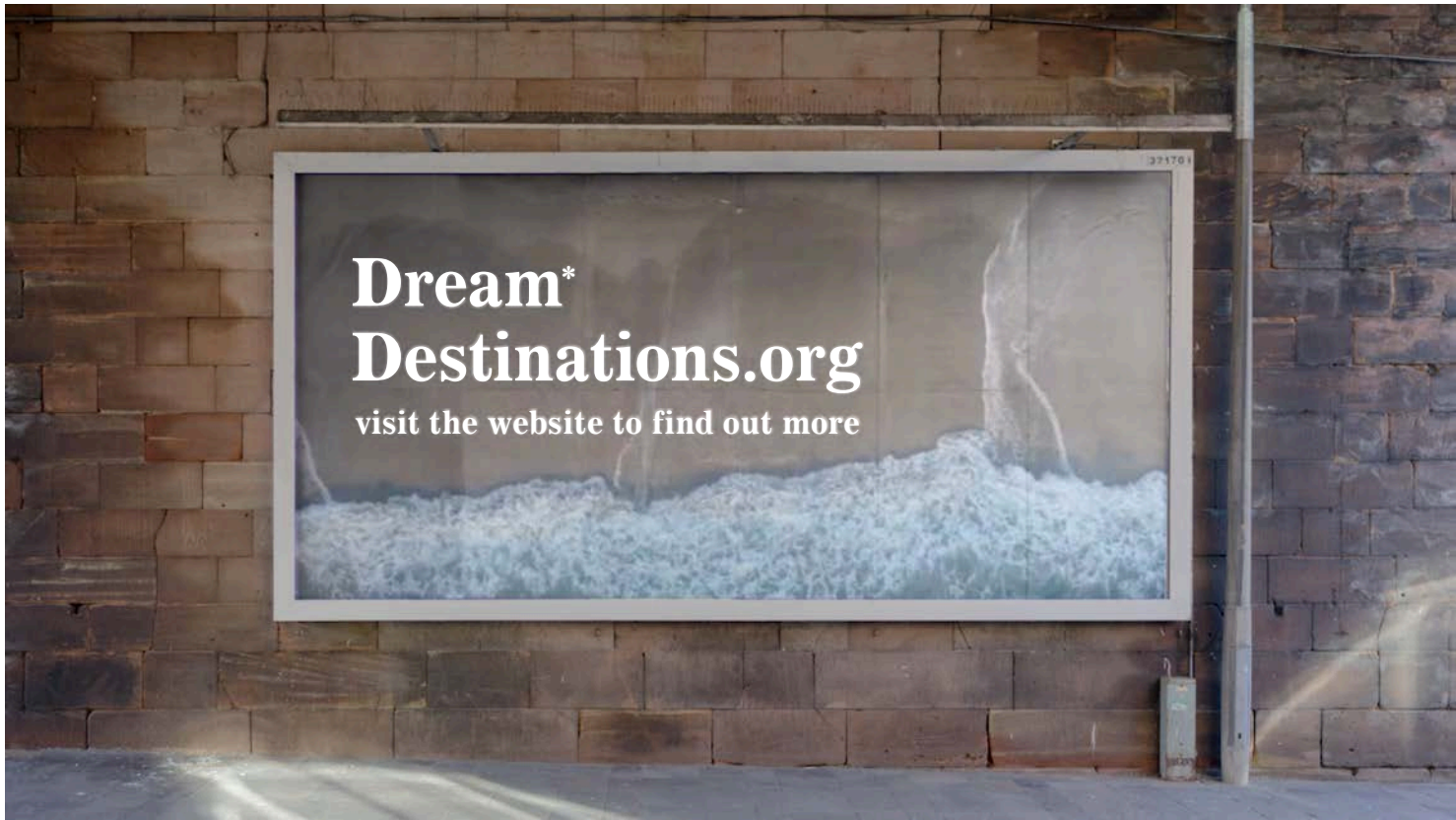


The sponsored Instagram stories will be a way to grab new readers’ attention and lead them to the website, too.





Large scale billboards would act as travel advertisements, leading users to the website to 'book' a holiday and find out more about the campaign.





# Dream\* Destinations

Brexit has taken up the front pages of our news for the past 3 years, but it doesn't hide the fact that behind the scenes, Climate Change is still happening and the time to act is now.

We need to save the world; to give aid to the most vulnerable areas of the planet, corners of the globe which our children may not even get the chance to explore.

There is strength in numbers and if we all get involved, we can grab the government's attention and make sure they follow through on their climate change promises:

[petition.parliament.uk/petitions/dreamdestinations](https://petition.parliament.uk/petitions/dreamdestinations)

