

CREATIVE BRIEF
STUDENT CREATIVE COMPETITION | DUBAI LYNX 2025

How can we inspire UAE residents to reduce food waste through impactful visual storytelling?

<p><u>Background</u></p>	<p>Ad Net Zero is a global climate action programme to help the advertising industry tackle the climate emergency by decarbonising ad operations and supporting every industry to accurately promote sustainable products and services.</p> <p>Originally founded by the Advertising Association in partnership with the IPA and ISBA, Ad Net Zero launched its 5-point action plan in the UK in November 2020. The action plan aims to achieve net zero emissions in ad development, production, and media placement, as well as use advertising's positive influence to help shift consumers towards more sustainable behaviour.</p> <p><i>In partnership with the Advertising Business Group (ABG), we launched the Ad Net Zero UAE Chapter in March 2024 to promote sustainability in the UAE's advertising sector.</i></p>
<p><u>The Challenge</u></p>	<p>Food waste is a significant issue in the UAE, contributing to environmental degradation and economic loss. The high standard of living and abundant food availability have led to significant food wastage. Additionally, several cultural practices around food abundance and lack of awareness about the environmental impact of food waste contribute to this challenge. Decomposing food waste in landfills releases methane, a greenhouse gas 25 times more potent than CO₂, accelerating climate change.</p>
<p><u>Our goal</u></p>	<p>Our goal is to create a visually compelling design to raise awareness about the impact of food waste and encourage residents to adopt more sustainable practices in their daily lives.</p>

<p><u>Why is this our goal?</u></p>	<p>When food is wasted and thrown in the bin, people tend to assume it eventually turns to soil through a natural process. Decomposing food waste in landfills releases methane, a greenhouse gas 25 times more potent than CO₂, accelerating climate change.</p> <p>Research Findings:</p> <ul style="list-style-type: none"> • Quantity: The UAE wastes 38% of the food prepared daily, equating to about 224 kilograms per person annually, nearly double the rates in Europe and North America. • Cost: Food waste costs the UAE approximately \$3.5 billion each year. • Environmental Impact: Decomposing food waste in landfills releases methane, significantly accelerating climate change. <p>Reducing food waste is crucial for mitigating environmental impact, saving resources, and promoting sustainable living. Reducing household food waste is one of the most impactful sustainable actions we can take as individuals.</p> <p>Additional science-based research and tips on reducing food waste can be found here: https://drawdown.org/solutions/reduced-food-waste https://www.fao.org/newsroom/story/15-quick-tips-for-reducing-food-waste-and-be-coming-a-Food-hero/en https://stopfoodwaste.org/tips/blog/25-ways-to-reduce-food-waste-0</p> <p>Additional (UAE organisations doing great work in this space) https://www.thewastelab.com/ https://saveme.ae/home https://www.herogo.ae/</p>
<p><u>Target Audience</u></p>	<p>We are targeting young adults aged 18-30 in the UAE, including university students and young professionals. They are environmentally conscious, active on social media, and open to adopting new, sustainable behaviours.</p>
<p><u>Insight</u></p>	<p>In the UAE, the combination of high standards of living, prevalent takeout culture, and abundant food availability has led to significant food waste among young adults. While they value both convenience and sustainability, many are unaware of how their daily habits, including frequent takeouts, contribute to this waste. Overlooking simple changes prevents them from realising how these actions can significantly reduce food waste and benefit the environment. By making the</p>

	<p>environmental consequences of food waste are more tangible and relevant to their daily lives, we can inspire them to reduce waste.</p>
<u>Strategy</u>	<ul style="list-style-type: none"> ● Get: young adults aged 18-30 in the UAE, including university students and young professionals; ● Who: currently exhibit high levels of food wastage due to cultural norms, lack of awareness, and the convenience of food abundance; ● To: recognize the significant impact of food waste on the environment and economy, and take actionable steps to reduce their food waste; ● By: creating a visually striking and emotionally compelling design that highlights the impact of food waste, using powerful imagery and statistics to drive the message home.
<u>Key Message</u>	<p>From plate to planet, every bite matters: Reducing your household food waste can help you have a more positive impact on the environment (and it's easy!)</p>
<u>Personality</u>	<p>As a brand, Ad Net Zero is an inspiring and knowledgeable advocate for sustainability. Our tone of voice is friendly, encouraging, and solutions-oriented.</p>
<u>Campaign Do's and Don'ts</u>	<p>Do's:</p> <ul style="list-style-type: none"> ● Use clear, impactful imagery and statistics. ● Make the message simple and actionable. ● Encourage sharing on social media. ● Be culturally relevant and sensitive. <p>Don'ts:</p> <ul style="list-style-type: none"> ● Do not use complex jargon. ● Avoid generic or global examples that may not resonate locally.
<u>Required Deliverables:</u>	<p>Create a visually striking print ad campaign/billboard/poster design that highlights the negative impact of food waste on the environment and economy. Use compelling imagery and statistics to drive the message home and inspire action.</p> <p><u>Required Format:</u></p> <ul style="list-style-type: none"> ● One Presentation board (JPEG) - MANDATORY ● Supporting Material – OPTIONAL ● JPG, 300 dpi, RGB

	<ul style="list-style-type: none">• A2 size (420mm x 594mm) - Portrait orientation <p>Your entry can be in English OR Arabic - if in Arabic, please provide English translation. Only individual entry submissions are allowed - Team based entries will not be accepted</p>
Eligibility:	<p>The Student Creative Competition is open to full-time university students meeting the following eligibility criteria:</p> <ul style="list-style-type: none">• Ages 18 - 25 and enrolled full-time in university• Based in the MENA region