

GREEN THING AND GLOVE LOVE

Green Thing is an environmental charity that inspires people to lead a more sustainable life. As a campaigning organisation that values creativity it is constantly looking for innovative new media to communicate its green messages. Sometimes that media lives online, most recently it was rescued from the gutter.

Glove Love started when co-founder Naresh Ramachanari found a lonely glove in the park - one that might just match his own single glove currently living in a drawer at home since losing its other half. The idea popped. If Green Thing could invite its community to send in lost gloves that they found in the streets then the Green Thing team could wash and match them with others similar in size and complementary in look. They could create a winter gift of warmth and at the same time communicate a powerful message about re-using and recycling.

The media itself was the message. The media was free, the cost in labour and love was high, but the impact was huge. It would certainly have been easier to spend quick cash for an instantly (disposable) message. But that wouldn't have been quite right.

It is not about the money, it is about how you... **SHOW THE LOVE**... Media that is costly in time, effort and imagination is recognised, valued and shall be rewarded...



PRINT



CUT



PAPERCLIP



FLICK!

SHOW THE LOVE

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