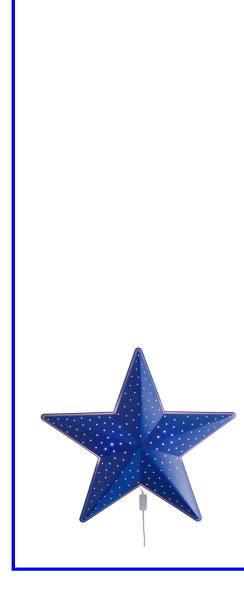




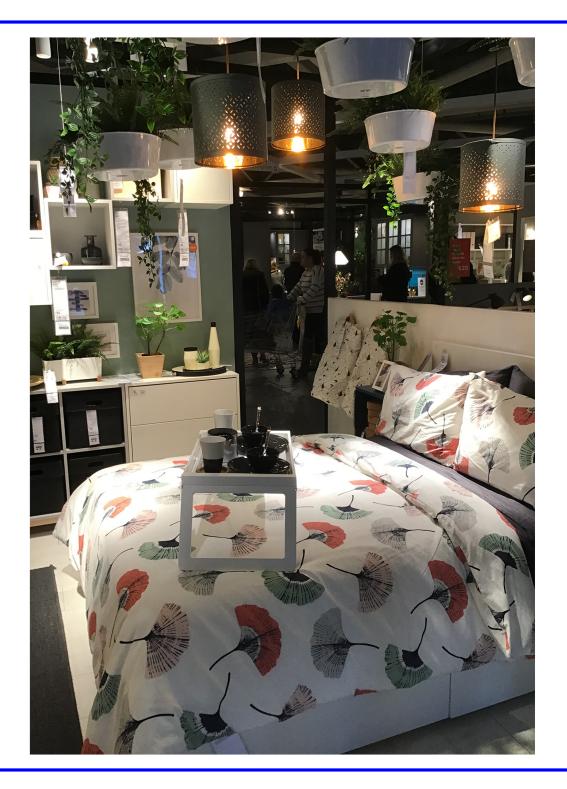
Anna Bevilacqua 1702504@chester.ac.uk

BA (Hons) Fashion Marketing and Communication AD5604

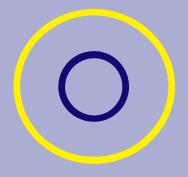
Contemporary Fashion Communication







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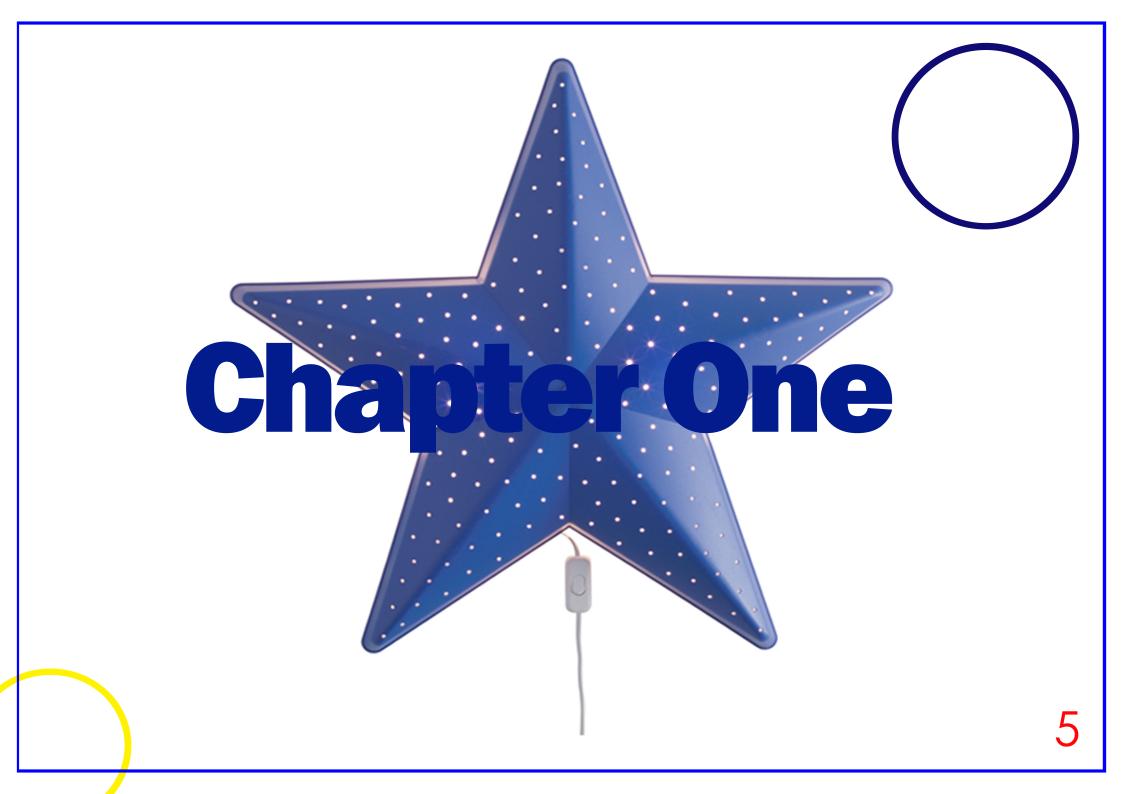
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"Research is formalized curiosity. It is poking and prying with a purpose"





Introduction

The world as of 2019 is a scarily damaged place, especially in the fashion and lifestyle sector. Environmental issues are worsening, and even though sustainability is a key issue which many brands are aware of and are striving to work towards and overcome, the fashion industry, and all that encompasses is responsible for being the world's second largest polluter, sitting just below the oil production industry. This shocking fact comes along with the late 2018 announcement from the *Intergovernmental Panel on Climate Change*, that the world only has twelve years to change and adapt the foundations of not only the fashion industry, but all polluting industries before it's too late.

With this unsettling knowledge on my mind, the task to market sustainability to Generation Z in collaboration with Ikea, in the form of a contemporary fashion film, sounded like a great way to subtly inform Ikea's future consumer base about the brilliant action Ikea are talking to tackle sustainability across all of their business. However, before jumping straight into planning the film, detailed research had to be carried out; detailed research on sustainability and all that it encompasses, the Ikea business and their sustainability movement 'People and Planet Positive', and lastly Generation Z. This was to discover their shopping habits, values and how they view sustainability in an ever technologically advancing world, where over consumption of fashion is rife, and consumers expect products at the touch of a button. This information needed to be collected so it could feed into the film and campaign, thus ensuring that the right, positive message was being delivered in the right way. This chapter of the book showcases this research.

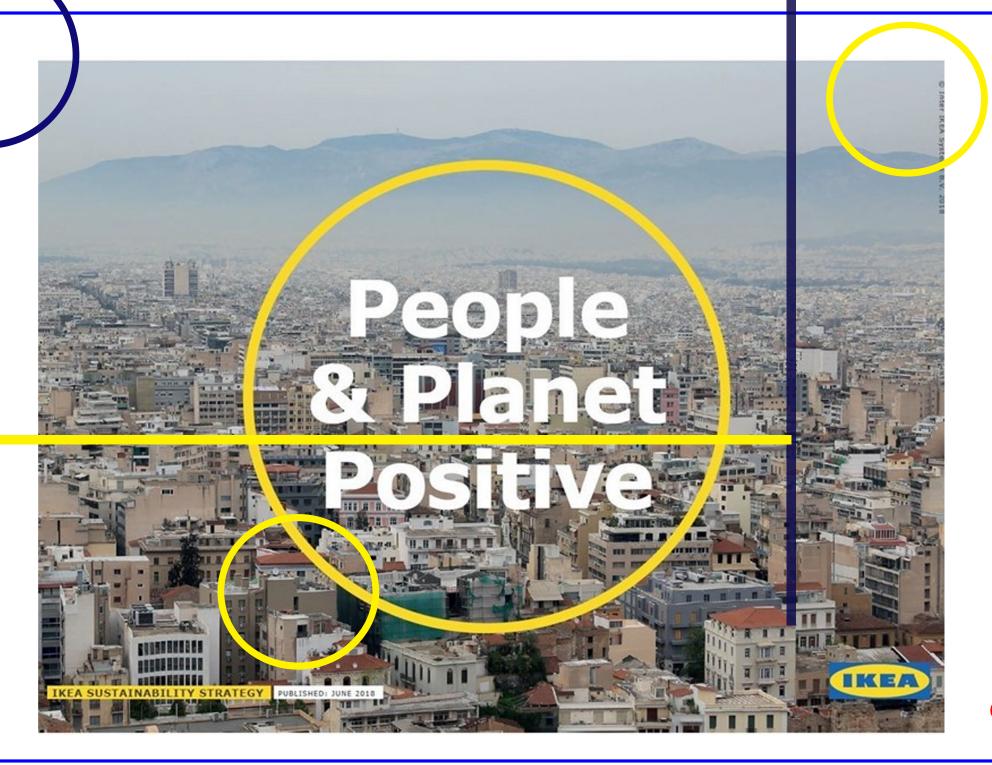
The sustainability market has grown 16.3%, which is the largest increase since 2012 according to The Ethical Consumerism Report, but even so, research has concluded that the world still consumes 1.7 million tons of textile products per year. of which only 11 million tonnes is clothing. Although the fashion industry exports 352,000 tons of textiles per year to countries such as Zambia, 300,000 tons of that figure still ends up in landfill each year. Something needs to change soon. Research carried out suggested that Generation Z, whom will soon be the new world leaders and will be the largest consumer group in 2020, are concerned about sustainability. They want to be educated, so they can help make a positive change for everyone's future. A November 2018 report by the Green Match suggested that 25% of Generation Z always purchase from brands which align with their beliefs and values around sustainability, and 67% often buy from brands whom support their values. In fact, 49% of Generation Z would consider boycotting brands which don't support their values, and \(^3\)4 of Generation Z would consider paying more for a product from a sustainable brand, compared to only ½ of Baby Boomers. From the research concluded, these facts and figures surrounding this generation group could all be incorporated into the Fashion Film for Ikea, and could form the foundations of the informative, factual film.

However, as negative as the environmental issues may seem, many smaller brands such as All Birds, Ninety Percent, and Traid are focusing their brand narrative and message on being ethical and sustainable. All Birds is a designer footwear brand focusing on producing comfortable shoes in understated styles which are fully sustainable. All Bird's shoe soles are crated from natural sugarcane, with the upper fabric being created from eucalyptus or natural Marino Wool, all sourced ethically. No petroleum-based materials are used, thus creating less carbon emissions during production and at the end of the lifecycle. Similarly, Ninety Percept is an ethical brand specialising in relaxed loungewear made from organic and regenerated fabrics such as Tencel. 90% of the brand's profits go to charities such as War Child, and Big Life Foundation, and the consumer can, during check out, choose which charity their money goes to. Traid, is a chain of funky vintage stores, selling second hand clothing, thus encouraging consumers to participate in a circular economy, as the clothing is being reworn and reused, instead of being thrown away.

Higher up in the industry, Stella McCartney, who's brand narrative is sustainable and ethical practice for all, as of 2018 launched the *Fashion Industry Charta for Climate Change* after a United Nations report predicted that greenhouse gas emissions would not meet the goals set in the Paris Agreement in 2015. In an interview with *Business of Fashion Voices*, McCartney explained that The Charta is a way for all brands, large and small, to unite together, to agree to make a positive change with their brand, by outlining sixteen commitments they should follow. Moreover, McCartney has just released "Stella McCartney Green" as a way of opening up the conversation about climate change and marketing sustainability to not only Millennials, but Generation Z also.







Due to this threat to the environment, furniture retailer Ikea, have also joined the conversation and have, as of 2018, released their People and Planet positive report; a manifesto of the changes they wish to make within all aspects of their well-loved, global brand. Launched in Sweden over thirty years ago, Ikea is a value driven company, with a passion for life at home, whom have over 355 stores in over 29 countries, and since 2008, have been the world's largest furniture retailer. Ikea believe that a home is not a space but a feeling, so focus on creating a better life for everyday people, by producing well-made furniture at low prices. Although their main consumer group are young families whom have a limited amount of money, Generation Z also make up a huge majority of the consumers. Ikea connect with over 780 million consumer per year worldwide, and employ over 149,000 coworkers. Moreover, their website has over 2.1 billion visits per year, projecting Ikea to being one of the most popular and resected brands on the planet today.

The People and Planet Positive report by Ikea outlines three main focus areas for the brand to address. *Healthy and Sustainable Living*, which aims to encourage people to tackle sustainability in their own homes, by reducing water use and enabling consumers to use more renewable energy sources. Living LAGOM is also a large part of this, meaning "the right amount is best." *Circular and Climate Positive*, emphasises the scarcity of the world's natural and limited resources, and predicts that by 2020 Ikea will source 100% of their wood from sustainable sources and continue sourcing their cotton and fish from sustainable sources. Moreover, this focus area also emphasises the need for a circular economy rather than a linier one, so encourages and teaches consumers to rid of their waste more sustainably so the product's lifecycle carries on and doesn't end after use. Lastly, *Fair and Equal*, helps to unite all of Ikea's work force and help all of the Ikea community feel empowered and respected in the work place.

Within Ikea's stores and product selections, sustainable practise is also evident, therefore enabling consumers to outright purchase a product that will be healthier for the environment. Ikea's entire lighting range are LED energy efficient light bulbs that have 20-year lifespan and are 85% more energy efficient than standard bubs. Ikea have a home solar solution, that helps consumers generate renewable energy, energy efficient fridge and freezers, insulating curtains, meaning the heating may not have to be turned up so high, and kitchen and bathroom taps that help reduce water consumption by 40%. Adding to this, Ikea supply recycling bins, and as a business, recycle, reuse and renew their waste products as much as possible.

Within the fashion film to be displayed in Ikea, I wanted to push these goals further in a family friendly way, to truly inform the Generation Z market on Ikea's sustainability plan, and the highly positive improvements it is helping to make.



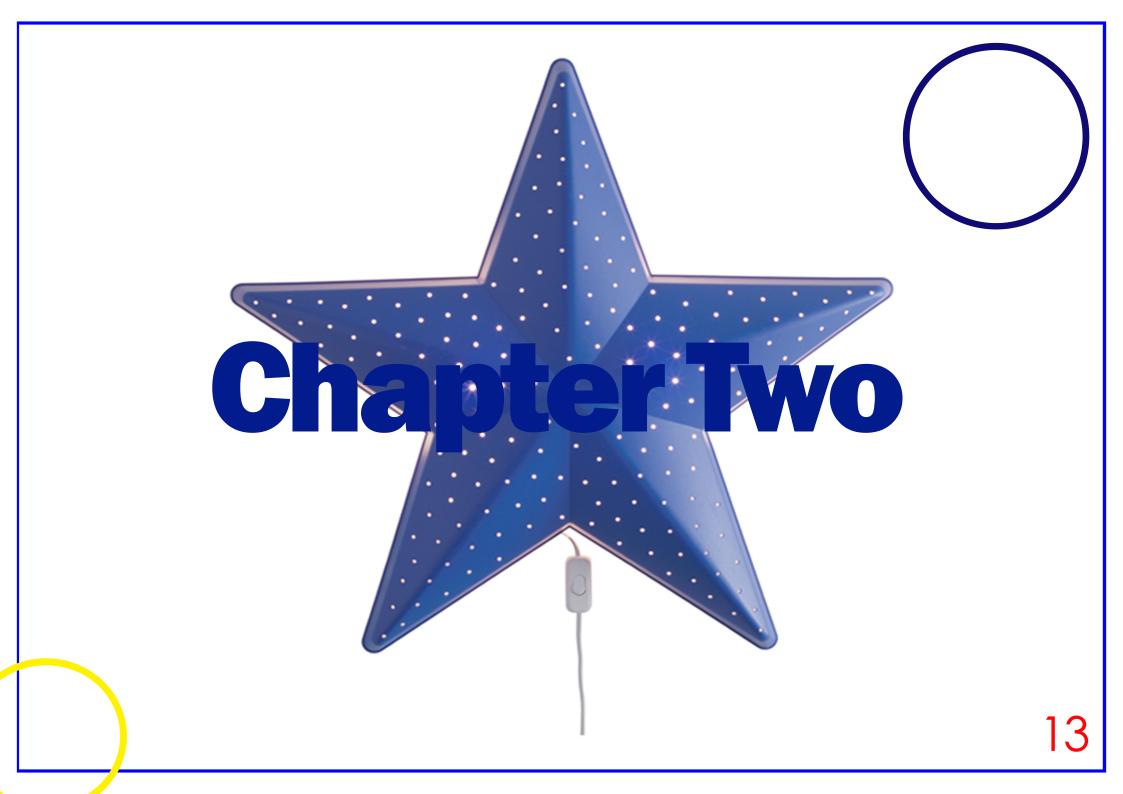


Gen Z

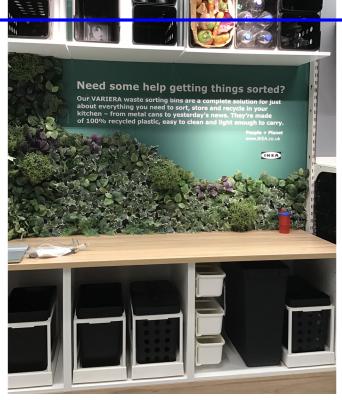
As touched upon previously, Generation Z will be the biggest consumer group by 2020, and in a study by *Green Match* 93% of parents believe their Generation Z child influence their shopping habits, therefore showing Gen Z are already making their mark on the world and changing the way older generations think and behave. This is due to the fact Generation Z have such a unique and progressive set of values and shopping habits compare to previous generations. Research has concluded that Generation Z are extremely tech savvy, and may not remember a life without a mobile phone. In a November 2015 *Ted Talk from Jason Dorsey* he explained that his four-year-old daughter will never remember a time when she couldn't see whom she was speaking to via Facetime, nor will she be able to record a time when she wasn't in a mixed race and ethnicity class. Generation Z are the most diverse generation yet and accept all diversity, and unlike the previous millennials, don't worry so much about fitting in, as acceptance and understanding are a key value amongst Generation Z. This was evident in The November 2018 *Business of Fashion Voices talk on Navigating Gen Z: The ABC's of Fluidity.* Moreover, transparency from brands is a key pulling factor for Gen Z shopping habits, as well as the need to feel relaxed and comfortable with a brand and the products they sell. This is a reason why Generation Z display brand loyalty to lkea, as lkea are very transparent in their plans and products. Generation Z also desire things instantly due to the vast rise in technology, however it has been suggested that a mobile phone for Gen z isn't an obsession, but an extension of their personality.

In today's day and age, a brand is unable to market itself properly without the help of non-traditional social media. Brands need to be able to stand out online with their media platforms in order to reach their target market effectively. As an extension of this, fashion films, fashion photography and styling are able to market a brand in a much cleverer way, through the use of semiotics and hidden meanings, that tell much more of a story and give much more of a message to a consumer than first meets the eye. Brands are able to push messages such as sustainability in subtle way to help make a real impact in the industry. Therefore, Generation Z will be able to engage fully with a fashion film, in order for them to be clearly Informed about Ikea's plans for sustainability.





"Always, always have a plan, because the journey is just as important as the destination"

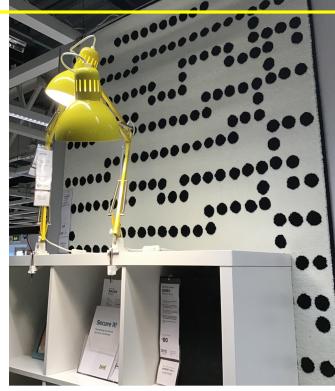




Initial

Taking all of the information in during the research stage of the project, in order to produce a short Fashion Film surrounding marketing sustainability to Ikea, I decided to focuses on Ikea pushing consumers to understand the need for a circular economy, and reusing and passing down sentiment's products from generation to generation.

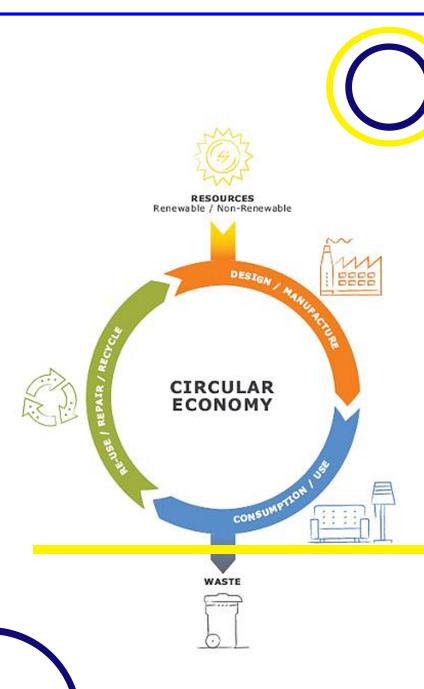
I feel this is a key area at the heart of both Ikea's and Generation Z's values, as family, sentimental, and environmental values are important to both causes. However, I wanted to make the film quite snappy, factual and to the point, to help get Ikea's message of sustainability and in particular their need for a circular economy across effectively to Generation Z, and other consumers browsing in the Warrington Ikea store.



Ideas

But, like any good, impactful piece of work, research had to be done and a plan had to be made, before starting to film scenes for the film. I had to further research a circular economy, to ensure the facts I was putting in my film were correct, I had to story board my vision of all the scenes for the film, my inspiration for the film, chose the lkea product to be handed down, which family members I would use in the film, the setting, and the logo development for the campaign. Therefore, this chapter of the book, highlights my film planning and development, talking through all the decisions I made for my film along the way.





FIVE RULES OF THE CIRCULAR ECONOMY

The idea is that nothing useful goes to waste. IKEA has accepted this challenge in a number of ways.

- Reuse and remanufacture:
- Materials and components are taken back and reused in production.
 - Sharing platforms:
- Using digital technology to increase the use of already existing assets and products such as cars, houses, and equipment.
- Extended product lifespan:

 Repairing and/or upgrading existing products through services and other products.
- Product as a service: Leasing and reusing.
 - Circular materials:
- The circular supply chain introduces fully rerewable, recyclable or biodegradable materials that can be used in consecutive lifecycles to reduce costs and increase predictability and control.

Closing the Circle

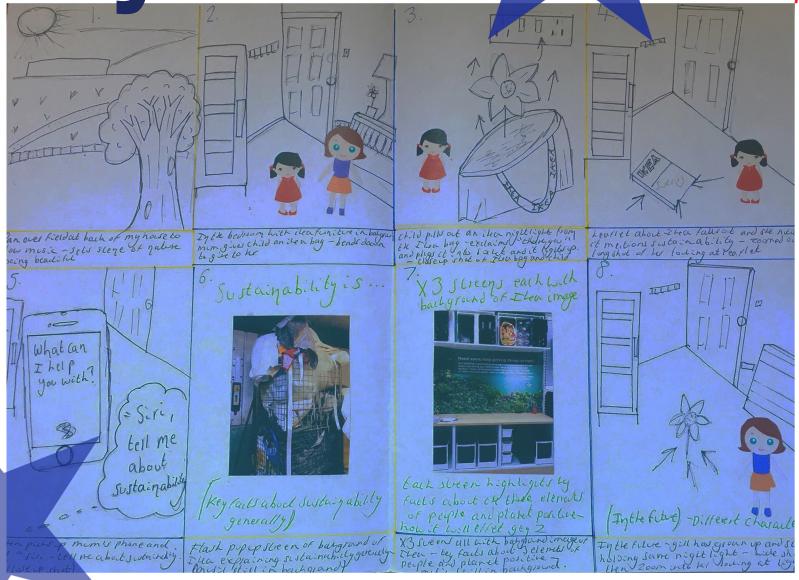
Ikea want to create a zero-waste world, so as part of Ikea's People and Planet Positive manifesto, they want to begin to push a Circular Economy rather than a Linier one, meaning that products don't get thrown away and get reused, recycled or passed down at the end of use, thus closing the circle and avoiding landfill. Anna Granath, Product Developer for Ikea of Sweden says "We need to find alternatives for a circular system," in order to demonstrate a business model and idea that gives a greener, healthier future, for everyone, but especially Generation Z, whom are Ikea's future consumer and whom soon will be leading our planet. So far, Ikea is doing everything it can to close the circle and product a circular system. Their TOMAT spray bottle is made from left over fil covers that protect some products, their TANUM rug was created from left over bed linen materials, and the PS vase was produced from re-melting recycled glass jars. Moreover, in Ikea's Swedish stores, they are going down another avenue to help lkea become a truly circular retailer, and trailing leasing furniture to customers, where consumers can rent the item for a time then return it to store to be reused.

However, Ikea want to keep pushing and remodelling this idea, so as part of my film, I will encourage consumers to hand down their Ikea products to members of the family, instead of them being thrown away and going into landfill. Last year, Ikea stopped 79% of waste from going into landfill, so be encouraging people to hand their sentimental possessions down, my film will hopefully result in this figure going up, and helping Ikea even more to push their need for a circular economy.



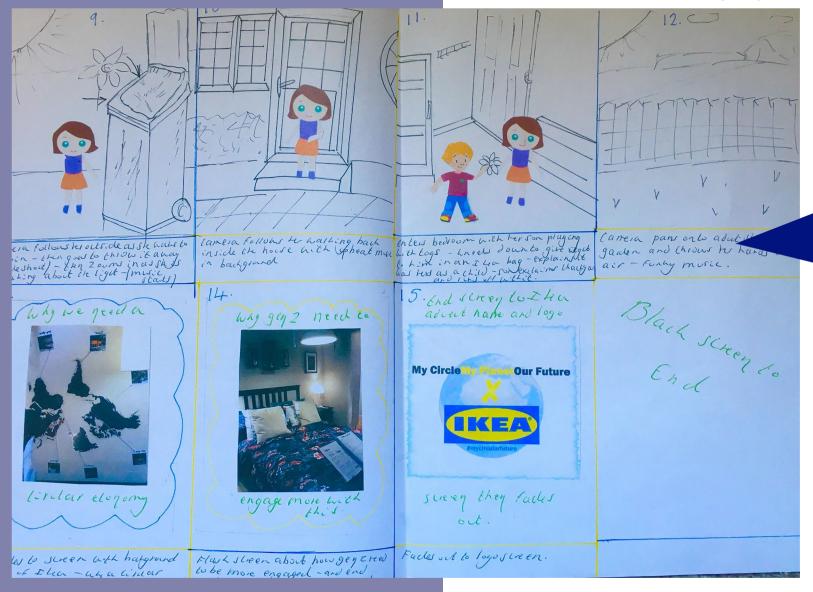
Story

My vision



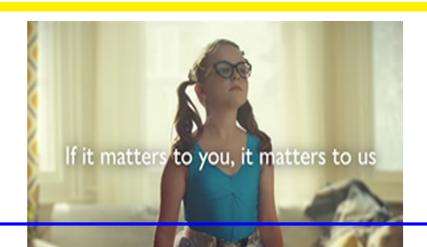
of the film

Boards









Film inspiration

In terms of my inspiration for the film, I was inspired by narrative style adverts online and on the television, that create a lovely, warm atmosphere, and present a family in a home setting. These kinds of adverts tell and present a story with a message, and they always evoke a range of emotions from the viewer, whether that is to highlight a message or to purely just market products. Examples of these adverts include John Lewis adverts, Marks and Spencer's adverts and Sainsbury's adverts. These always engage and inspire me to find out more about the brand, so I wanted to make my film with these elements in mind. I also watched a number of Ikea's adverts and films, and found these to be humorous, positive, creative, and upbeat, so I understood that to keep with Ikea's branding, my short film had to touch on these feeling also.

However, I was also inspired by business style adverts, that present straight forward facts and figures to the viewer, to inform them on a cause. Therefore, when planning my film, I wanted to include some scenes where family activity was happening, with the product being passed down, and positive interaction was taking place, mixed with some screen of text, on top of an image taken at the Warrington Ikea store. By using photos from the Warrington store, this I thought would help promote the store, and to advertise their store as being sustainable.

One consideration I did have to make when writing out my text scenes, was that the language I used was simple to understand in order to converge with Ikea's younger market, and the information I presented was not too negative or political, as Ikea's brand is family friendly, upbeat and light-hearted.

Music was also an important inspiration for my film planning, as I wanted to use the right pieces of music to set the tone of the advert. If the music sounded too intense, then the advert would too, and this wasn't the style I was aiming for. After searching through music online that didn't have any copywrite restrictions, I decided on a calming, inspirational piece of music for the opening of the film, to create an warm yet interesting atmosphere to draw people in, then when the message of the film, to hand products down to family, is shown, I decided to use an fun, upbeat, Jazz style pieces of music, to emphasise the positive impact that action of passing down a product instead of throwing it away will have on the environment.



The star of the show

For my Ikea film and campaign, I wanted it to centre around one special item from Ikea that would be sentimental within the family passed down from the generations instead of it being thrown away just to end up in landfill. I chose to use a blue Star Nightlight Lamp from Ikea, as when I myself was a child, I had a small nightlamp which was special to me, so by using a lamp, this made the film a little more personal to me. Originally, before purchasing the lamp, I was going to buy a Pink Flower Lamp from Ikea, however upon reflection, decided against this as it may be too stereotypically feminine and girly, with the shape and the colour, and in the film, the lamp is being handed down to a son from a mother. Therefore, I chose to use the Blue Star Lamp as the centre piece for the film, as this would appeal to both genders, and the blue colour matched Ikea's branding more.

We are family

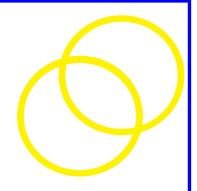
Within my film, I wanted to create a family setting, to help the film appeal and engage families and Generation Z in Ikea. In the first section of my film, I wanted to have a Mother and young Daughter figure, where the Mother gives her daughter the said lamp from Ikea as a gift, and while they are reading through the catalogue together, they spot information about sustainability, and decide to find out more. Once they have gathered the information on sustainability, and the viewer has learned about sustainability through the pop-up text screens in the film, there is a time skip, and the Daughter has grown up and is about to throw away the lamp, when she remembers what she has learned as a child, before passing the lamp down to her son.

To fill these character roles, I planned to enlist the help of my cousins, and when asked if they would participate, they were more than happy to help. As my cousins are family already, this would portray an honest, comfortable, fun and easy dynamic in the film, and help the film look slightly like a personal, family home video. Also, I hoped the characters and my family in the film would reflect the Ikea consumer well, so to entertain and engage them fully in the film, and to send the right message.

In the film, I had to consider the outfits and make up my cousins were wearing. I wanted them to look stylish yet casual, with naturally styled hair and not too much make up on, as this is what best reflects the Ikea consumer, as if they were too overdressed or made up, this may portray the Ikea brand to be more luxury and something it's not, so deter consumer away from watching the video. Also, non-branded clothing had to be considered.







Setting the Scene

When, planning the setting for my film, I very much wanted the setting to reflect the beautiful outdoors, to send the message of how stunning the environment can be, and that we, as consumers shouldn't be ruining this by throwing products away, only for them to rot into landfill and release harmful gasses into the Ozone Layer creating Global Warming. I live in front of a field, and my house overlooks countryside, so I wanted to use this natural home setting to my advantage in the film.

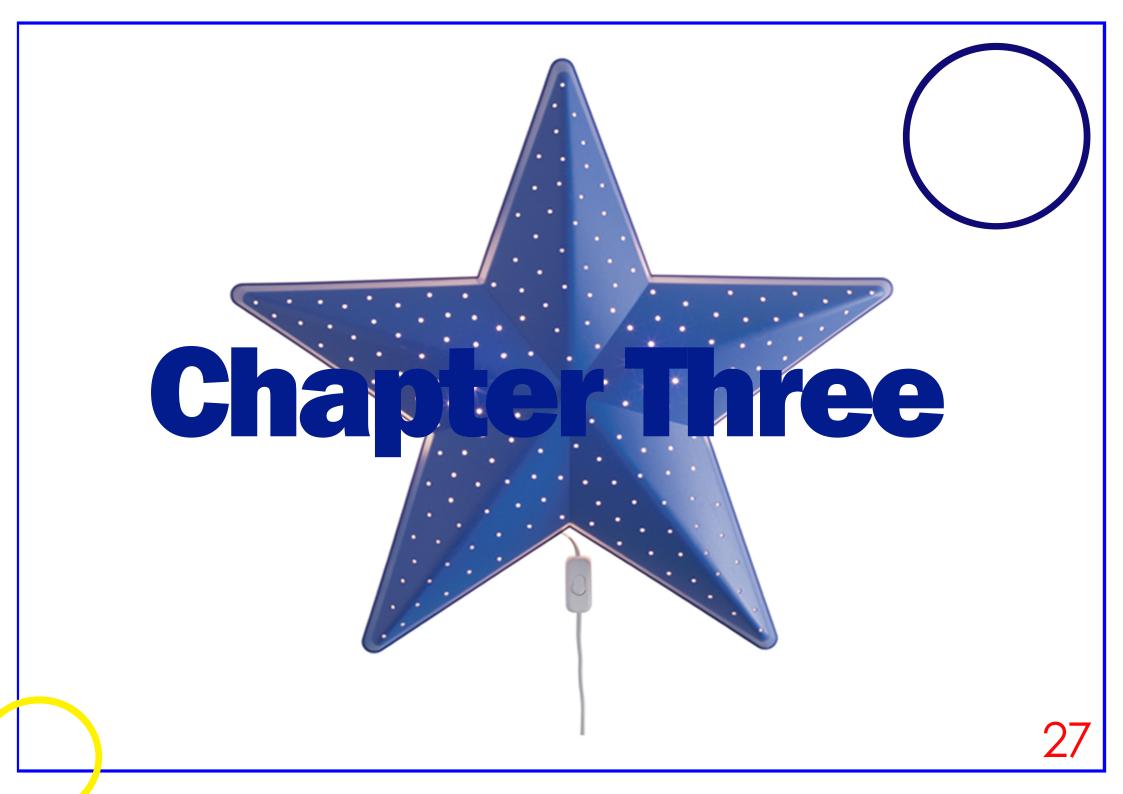
I planned to have the opening and closing shots of the film, a panning shot over the field behind my house, and wanted to have these shots at the beginning and end of the film the same, so to further emphasise a circular economy and circularity in the environment and fashion industry. Moreover, as this was filmed in a place and setting that is special to me, this would give me a more personal connection to the film, and could perhaps translate into a personal connection for others watching the film, whom carry those same vales and love for a natural environment.

It's all in the branding

When it came to the logo development and branding for the campaign, I brainstormed a number of names that would fit in with my idea for the film and the goal to push a circular economy. I decided on the name "My Circle My Planet Our Future." I believe this is a fitting choice of name for the film and campaign, because "my circle" doesn't just indicate closing the circle in terms of not throwing items away, but highlights passing down to a family circle also, therefore making the campaign more personal and touching for the viewer. Adding to this, the juxtapositions of the personal pronoun "my" and inclusive pronoun "our" tells the viewer from the onset that if we can all do our little bit to help the environment, it will benefit all of our futures. I also decided to include the hashtag "mycircularfuture" in the campaign, to help influence Gen Z to post online about closing their circles, to help the campaign become much more widespread and followed, and to influence more Ikea consumers to pass down their items rather than throwing them away.

When designing the logo that would be the face for the campaign, I knew I wanted this to appear at the end of my film, before the screen fades to black, so knew it had to make a lasting impression. To keep within Ikea's branding I used blues and yellows of varying shades, and also included a globe, to help bring to light that creating a circular economy is a global manifesto, and if we all join Ikea in closing their circle, this will improve the future for everyone, especially Generation Z.

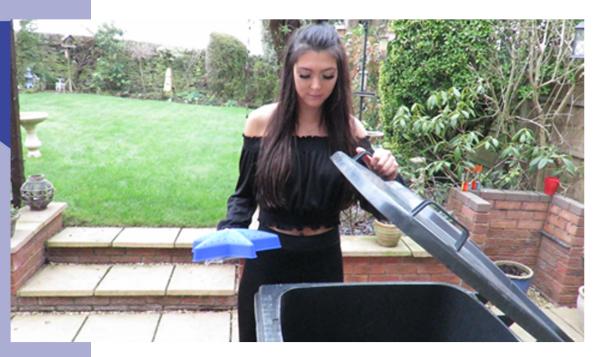




"The end of the journey"













Final Narrative

After a great amount of planning, developing, filming, writing and editing, the final narrative of film and campaign for Ikea 2019 "My Circle My Planet Our Future" goes as follows. A little girl's mother gives her daughter a star lamp from Ikea when she is a young child. As the child is picking the star lamp out of the Ikea bag, Ikea's catalogue falls out of the bag. Then, the Mother and Daughter share quality time together by reading through the Ikea catalogue together, when they spot sustainability mentioned on one of the pages. Neither of them knows or understand sustainability or how Ikea is sustainable, so they turn to technology and ask Siri about Ikea. A series of text screens with simple information about sustainability and Ikea's People and Planet Positive appear to inform not only the Mother and Daughter, but viewers also.

There is then a time jump, and the little girl from the start grows up with this lamp. After finding it under her bed, she goes to take it out to the bin. However, instead of throwing it away when she is grown up, she has a flash back and remembers what she learnt as a child about sustainability, so she passes it down to her Son instead, explaining that this was hers as a child and that she wants him to have it. This emphasises a circular economy, and closing the circle by passing sentimental items down and avoiding landfill, which is a key part of lkea's People and Planet Positive. The film and campaign also show familial values which are central to Ikea and Generation Z.

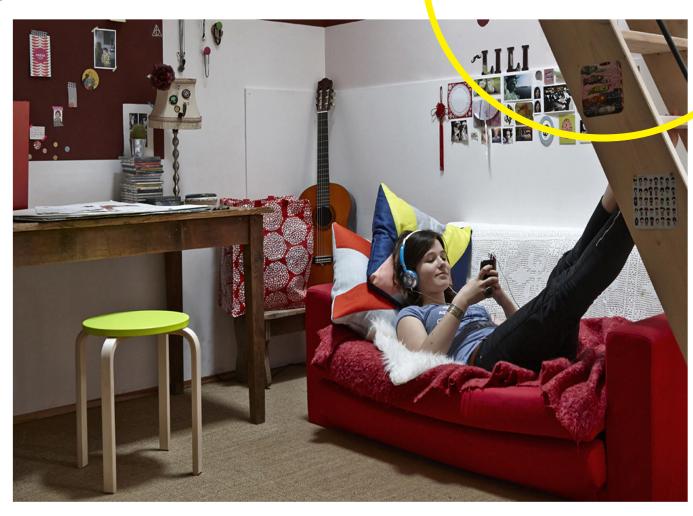
Tone of the Film

The final tone of the film is everything I hoped and planned it would be. It is sentimental yet factual as it shows a real family interacting with Ikea's products and making the sustainable choice not to throw it away, while giving clear yet not too complicated information about Ikea's People and planet Positive campaign, the change they are making to make the world a healthier place, and a circular economy. Adding to this, the film is family friendly, has a humour to it which matches Ikea's adverts and their branding, has a lightness and fun about it, yet still, I feel, successfully delivers a deeper message by emphasising circularity at Ikea to Generation Z. Due to this, the film will target both Gen Z and adults browsing in Ikea, which was the initial objective at the start of the project.

The film also has a technological tone and emphasis to it, to keep Ikea up to speed with technological advancements and how Generation Z use technology in their everyday lives and to gain information. My film incorporates technology with sustainability by asking Siri what sustainability is, as for most Generation Z consumers, this is where they may gain most of their information from, rather than going in a physical store or reading a leaflet. Moreover, with the fact screen transitions, this I feel reflects swiping through information on a phone screen, which again, is where Generation Z and Ikea's customers consumer most of their information.

To push this technological tone or the video further, and to create a more multi-channel sustainability campaign, the hashtag 'my circular future' at Ikea will spark Generation Z to begin sharing their stories online, of how they avoided throwing their Ikea products away by passing them down, to help promote the cause and Ikea's plan for a fully circular economy even more and to get others involved to spread the message.

Message to Gen Z





I feel my film markets Ikea's sustainability goals well to Generation Z, as they may see reflections of their own life in this film. Be that through having a special item of their own from Ikea that they could pass down, or from memories from their younger childhood, and being given a special item then. This film therefore will encourage them to hand their sentimental possessions down and to not be lazy and throw away. However, on a deeper level than this, this film sends the important message that anyone, but especially Generation Z whom want to be informed about sustainability and world issues, can find out about sustainability at the touch of a button; 'Siri', indicated in the scenes. They don't have to physically go into a store to be informed and to learn the information they need. Research suggests Generation Z want to be informed and want transparency, and this film shows lkea in a transparent, honest light, while still being positive about their plans and about the future. It is highlighted that all Ikea's consumers but especially Generation Z, should trust Ikea as a retailer and become brand loyal to them, as Ikea are positively making the change and want Gen Z to join as they are their future consumer. Finally, this film makes Generation Z look towards their own future; if they value their family and their future they should begin to be educated and make the change now, to close the circle by avoiding sending products to landfill, to ensure a healthy, circular future for us all.

Wrapping it all up

The overall aim of my marketing campaign "My Circle My Planet Our Future" in collaboration with Ikea, was to promote a circular economy to Generation Z, and consequently encourage and educate them on the fantastic work Ikea and currently doing and are continuing to do, to help close the circle, ensuring a better future for our plant. I very much hope my film and campaign communicates this idea effectively to consumers, especially Generation Z; the idea of passing your sentimental items down, in order to close the circle and avoid landfill, to create a healthier, more circular future for our planet and the people on it.











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Image of Ikea star lamp - https://www.ikea.com/gb/en/products/childrens-ikea-products/childrens-ikea-products/childrens-lighting/smila-stj%C3%A4rna-wall-lamp-blue-art-70010878/

Ikea lamp on wall - https://www.gumtree.com/p/childrens-lights-shades/ikea-blue-star-night-light-kids-wall-lamp-smila-stjama-vgc-/1291560357

Ikea People and Planet Positive cover - https://newsroom.inter.ikea.com/publications/all/ikea-sustainability-strategy—people—planet-positive/s/5b72986f-d8c5-42fe-b123-f5f9d00a17bb

Aesthetic of Future Image - https://medium.com/the-morrow/the-iphone-7a3cf5da76cb

Teens for planet earth image - https://www.amherstma.gov/1686/Sustainability-stuff-for-teens

Teens "it's our future image" - https://yowbuzz.com/thousands-of-teenagers-have-gone-on-strike from-school-across-europe-to-demand-action-on-climate-change/

Five rules of a circular economy image - https://www.linkedin.com/in/vladislava-nikolova-15836a105/?originalSubdomain=bg

John Lewis advert image 1 (lifelong commitment) https://www.youtube.com/watch?v=jYOsWWKHZVw

Sainsbury's advert image - https://www.youtube.com/watch?v=tvXBbsRU83Q

John Lewis advert 2 (it matters to us) - https://www.youtube.com/watch?v=YqgoUWPx4eE

Message to Gen Z image - https://www.ikea.com/gb/en/ideas/ideas-to-create-a-teen-hang-outspace-1364318696491/

Ikea logo - https://www.ikea.com/us/en/ideas/201643_idde03a/

Research quote for chapter one -

https://www.brainyquote.com/quotes/zora_neale_hurston_132635

Always have a plan quote for chapter 2 - https://quotefancy.com/quote/1027665/Rick-Riordan-Always-Always-have-a-plan and https://quotefancy.com/quote/774324/Beth-Moore-To-God-our-journey-is-JUST-as-important-as-our-destination

All other images were generated by myself





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Anna Bevilacqua