

# Environmental Accountability

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Through this project I'm aiming to make the environmental damage we're all accountable for on a daily basis quantifiable and understood by the masses. I believe the world needs my project in order to shine light on this easily overlooked subject and to make it more comprehensive for the general population. I think it will encourage people to be more aware and make better conscious choices in regards to their consumption and waste.



## Concept Details

The damage we have caused the planet due to our exploits and irresponsibility is something which we have all have directly contributed to. Despite this, there's still a chance at this damage being reversible. The Union Square Metronome Clock or simply referred to as The Climate Clock is a monument which reminds of how little time we have left to effectively address the issue of carbon emissions and environmental degradation through pollution and deforestation. Making this quantifiable allows for the extent of the damage to be better understood by the general population without getting too scientific.



## More Concept Details

People are more willing to care and act for a cause if they can understand it. Making the message simple and quantifiable will appeal to people that are not from a scientific background. Essentially, the more people that are aware of these issues the better. Increased exposure can surely result in more action being taken towards the previously mentioned issues.



# Reasons for being effective

Coming from an English and Communications background has given me experience with this simplification approach and I believe that incorporating it into environmental information and accountability will be effective. People in general like and understand simple. The scientific industry terms and jargon isn't adequate when trying to appeal to a general population. Once people can understand an estimated numerical amount which correlates to the amount of carbon emissions and pollution they're responsible for then they can begin to find better and more effective ways to reduce their footprint.



# Conclusion

The process towards reaching mass global environmental accountability all begins with one word. Simplicity. Allowing others to get their foot through the door and understand what they're impacting is at the core of this concept. Thank you for your time.