

**CATEGORY**

Education

**CLIENT**

Homeward Bound

**DESIGN CONSULTANCY**

Elmwood

**DATE**

June 2017

For publication

## OUR PLANET IN OUR HANDS



elmwood



## EXECUTIVE SUMMARY

Homeward Bound is a groundbreaking project to advance the role of women in science, equipping them to influence and lead the climate change conversation. The initiative took the form of a year-long development programme and culminated in a 20-day Antarctic expedition in December 2016.

Elmwood was asked to develop a brand identity for Homeward Bound to help raise awareness of their mission. However, by placing a bigger idea behind the brand, we were able to take the campaign to another level, creating a rallying cry and galvanising a real global movement.

**MOTHER NATURE NEEDS  
HER DAUGHTERS SPOKE  
TO A HEART ACHE ABOUT  
OUR PLANET, AND THE  
RIGHTFUL PLACE OF  
WOMEN AT THE  
LEADERSHIP TABLE.**

Fabian Dattner Founder, Homeward Bound

Word Count (91)

**450**  
**MILLION +**

**MEDIA IMPRESSIONS TO DATE**

**\$ ZERO**  
**MEDIA**  
**SPEND**

**THE MOST MEDIA  
COVERAGE FOR  
WOMEN IN  
SCIENCE, EVER!**

**GALVANISED  
A TRUE GLOBAL  
MOVEMENT**





# PROJECT OVERVIEW

## OUTLINE OF BRIEF

Homeward Bound is a groundbreaking leadership, strategic and science initiative for women set against the back drop of Antarctica as a barometer for the effects of climate change. It aims to create a global collaboration of women with leadership capability to influence and impact policy and decision making as it shapes our planet.

## AIMS/PURPOSE OF THE PROJECT

The initiative aims to heighten the influence and impact of women from a science background in order to influence policy and decision-making as it affects our planet. The women involved signed up to a year-long programme to inspire and develop their leadership and strategic capabilities, using science to build conviction around the importance of their voices.

The inaugural programme culminated in the largest ever, 20-day, female expedition to Antarctica in December 2016 – not only to see the place most impacted by climate change and to understand the science behind it, but also to receive leadership mentoring from pioneers such as British anthropologist and UN Messenger of Peace, Dr Jane Goodall. The idea was that following the 20-day journey, the women would return empowered to lead the conversation about global climate change.

As an organisation, Homeward Bound needed a brand that would be easily identified, meaningful and unite women across the globe – without isolating or excluding men. The brand needed to define its purpose and make it clear what it was trying to achieve with a highly emotive call to action. It needed to provoke conversations and amplify the brand.

## KEY OBJECTIVES

### 1. CREATE A VISUAL EMBODIMENT OF THE INITIATIVE AS A DRIVER TO RAISE AWARENESS GLOBALLY

To create a brand identity as a visual embodiment of the initiative as a driver to raise awareness of the cause globally

### 2. HIGHLIGHT THE ROLE THAT WOMEN CAN PLAY IN CLIMATE CHANGE AND HEIGHTEN THEIR IMPACT

To highlight the role that women can play in leading the conversation around climate change and to heighten their impact

### 3. ENCOURAGE AND ENGAGE FUTURE PARTICIPANTS

To encourage and engage future participants – and ultimately to equip a 1,000 strong global collaboration of women with a science background to lead, influence and contribute to policy and decision-making as it informs the future of our planet over the next 10 years.





## An all-female crew is heading to Antarctica on a mission bigger than science

Fabian Dattner, As told to Alley Pascoe, Stellar Magazine  
November 2, 2016 10:26am



### Deborah Pardo - Homeward Bound Application

Deborah Pardo  
1 year ago • 2,756 views  
This is the 2 minute application video I made for being part of Homeward Bound <http://homewardboundprojects.com.au/> a global ...

CC



### FABIAN DATTNER & HOMEWARD BOUND

WomanGoingPlaces  
4 months ago • 60 views  
Fabian Dattner is Co-Founder of Homeward Bound - an extraordinary project that sent the largest ever expedition of women ...



### Homeward Bound 2016 UK Team - Deborah Pardo, Raeanne Miller, Andrea Fidgett

Raeanne Miller  
1 year ago • 283 views  
A state-of-the-art strategic leadership programme, a once-in-a-lifetime journey to Antarctica, and a new future for our planet.



### MOTHER'S DAUGHTERS (HOMEWARD BOUND)

Homeward Bound Projects  
6 months ago • 2,501 views  
Homeward Bound: a global movement helping women change the way we care for our planet. Share your message to Mother ...

## DESCRIPTION

Homeward Bound is a groundbreaking leadership, strategic and science initiative for women, focused on Antarctica. It's the only global network of women devoted to changing the way we care for, and nurture our planet – with a particular focus on climate, biological and earth system research.

Frustrated with a lack of progress from global leaders and the lack of representation at the table of leading female scientists, Homeward Bound had a bold vision to advance the role of women in science to lead the climate change conversation.

**Project launch date:** September 2016

**Size of design budget & production costs:**  
Pro Bono, but studio time equates to £40k

## OVERVIEW OF MARKET

Today, just 15% of the world's science leaders are women. Homeward Bound felt that perhaps we'd make more progress with climate change, if we made more progress with leadership change.

It's not that men can't or won't do this. However, when time is short it would seem that an enhanced diversity in leadership teams, by ensuring more women are at the executive table, might serve us all.

Homeward Bound set a target to recruit 1,000 women to the cause over 10 years as the best way to achieve the greatest impact. With 100 new recruits every year, that would enable 100 more women to grow their leadership experience and drive interest in Homeward Bound among fellow scientists. And, as the numbers increased, so too would the shared experiences, the stories, the individual profiles and the reach of the project.

Word Count (573)

# MOTHER NATURE NEEDS HER DAUGHTERS.



## HOMEWARD BOUND.

## OUTLINE OF DESIGN SOLUTION

---

Homeward Bound started off with a mission which was deeply rooted not only in the idea of nature, but in human nature – in particular that of women. Across every culture, women have always possessed the characteristics that have made them natural carers for the home. Homeward Bound sees women as being innately better at guiding us all to a safer future, and was asking them to reassert their position as the natural carers for our shared home – the planet.

This insight led us to our big brand idea – Mother Nature Needs Her Daughters. This headline truly captures the nurturing role of women and has a deeply emotional story attached to it – ideal not only to raise awareness but to actively engage with the intended audience. The line spoke of our

planet's heartache, and the rightful place of women at the leadership table. It spoke of need and responsibility, of the planet as a living organism and we as the offspring.

While exploring this driving idea, it became clear that it had potential to become more than just a brand positioning, but more of a rallying cry for the cause. We carried this across all brand communications, giving Homeward Bound a strong, unified voice and reasoning.

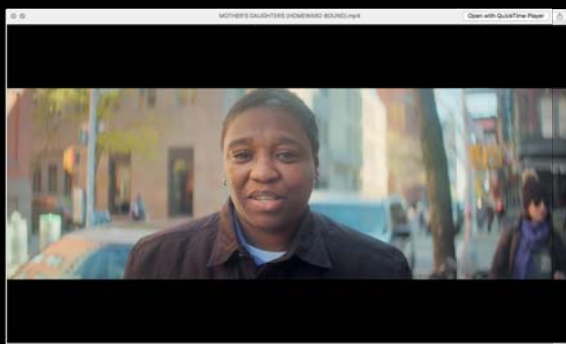
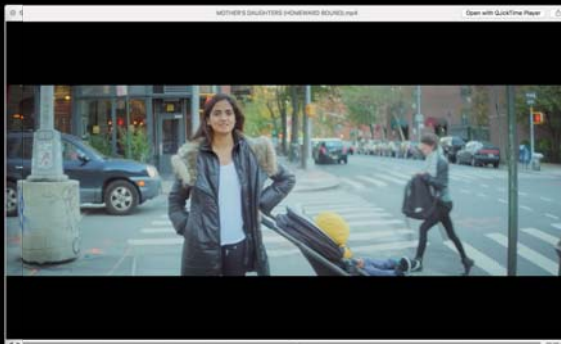
The idea was brought to life by New York film director, Kess Broekman-Dattner who made a short film asking daughters: 'What would you say to your mother if you knew she was sick?' The film invites the conclusion that if we cared about the Earth a fraction of how much we care for our own mothers, how different things might be.



**"I'M REALLY, REALLY SORRY  
THAT YOU'RE SICK..."**



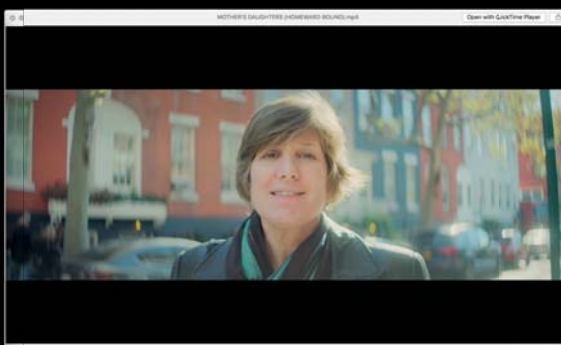
**"THIS IS HARD FOR ALL OF US"**



**"I CAN'T GIVE YOU HALF OF WHAT  
YOU GAVE ME GROWING UP"**



**"YOU'VE DONE EVERYTHING  
A MOTHER COULD DO FOR  
A CHILD, AND MORE..."**



**MOTHER  
NATURE  
NEEDS HER  
DAUGHTERS.**



**A GLOBAL  
MOVEMENT  
HELPING WOMEN  
CHANGE THE WAY  
WE CARE FOR  
OUR PLANET.**







## BRAND IDENTITY

Homeward Bound's mission and distinct point of view were clearly oriented towards elevating the role of women, but it was important that this didn't happen at the expense of men. The brand needed to resonate globally and not isolate or exclude men working in the same field, so what better place to start than with the traditional male and female symbols.

People of all nations have a deep and primitive reaction to symbols – many are universal and enduring. We redefined these traditional symbols to represent the collaboration between the sexes and attempt to overcome preconceived notions of gender and the negativity those stereotypes have inherited.

The XO captured an endless sequence of possible meanings for us all – a hug and a kiss (something many women sign off with but few men), and X marks the spot. The marque itself is hand-drawn, which means everyone can recreate it. It's a brave, bold brand that looks, feels and acts like a global movement. It's also an easy, visual way for individuals to express their pledge of support and commitment.

This idea is weaved in across all touchpoints. Finger-drawn icons represent themes, topics and ideas which appear across the programme and act as a way of signposting key communications.

Word Count (475)





# SUMMARY OF RESULTS

---

Our big idea, Mother Nature Needs Her Daughters, enabled Homeward Bound to really take off and create a truly global movement. In fact, the media rarely covers women in science, but the emotional strength of the concept attracted some serious attention around the world.





## 1. CREATE A VISUAL EMBODIMENT OF THE INITIATIVE AS A DRIVER TO RAISE AWARENESS GLOBALLY



Mother Nature Needs Her Daughters elevated the campaign to another level and became a rallying cry – something to galvanise a genuinely global movement. Feedback told us it sparked controversy amongst the scientific community, which woke people up to the conditions faced by women around the world.



Media exposure in the first month reached 76 million people – more than the cumulative media coverage ever recorded for women in science over the period of one month. Today the reach is approximately 450 million and not one dollar was spent on paid advertising or media.




**“HALF THE PEOPLE I’VE SHOWN THIS TO WERE IN TEARS. WE ALL RECOGNISED, SPINE-TINGLINGLY SO, THAT ELMWOOD HAS CAPTURED THE SYMBOL FOR A GLOBAL MOVEMENT. LIKE SO MANY THINGS CONNECTED TO THIS PROJECT, THE CONNECTION TO THE BEAUTIFUL, SAVVY, CLEVER, COMMITTED GROUP OF PEOPLE WHO MAKE IT TICK HERE, IS SIMPLY PERFECT.”**

Fabian Dattner, Founder, Homeward Bound




[ZIPLINE](#) • [NEW YORK SUMMIT](#) • [EVENTS](#)

 [GET THE LATEST NEWS & UPDATES](#)




# 'The next step' Female scientists will brave Antarctica for STEM leadership camp

BY WITW STAFF 07/29/16



### Recommended Reads



TV journalist Shifa Gardi killed in Iraq covering battle to reclaim Mosul from ISIS  
02.27.17

Barbara Bush, daughter of former president, to speak at Planned Parenthood fundraiser  
02.27.17

Iranian news agency Photoshops more clothing onto



**450 MILLION +  
MEDIA IMPRESSIONS  
TO DATE  
AND GROWING**

**MEDIA EXPOSURE  
IN THE FIRST MONTH  
REACHED 76 MILLION**

**MORE THAN THE  
CUMULATIVE MEDIA  
COVERAGE RECORDED  
FOR WOMEN IN  
SCIENCE, EVER!**

**2. HIGHLIGHT THE ROLE THAT WOMEN CAN  
PLAY IN CLIMATE CHANGE AND HEIGHTEN  
THEIR IMPACT**

**“Homeward Bound’s programme continues to recruit new female participants and educate them on what’s happening to our planet. It remains committed to strengthening individual participants’ skills and refining their own personal strategy map that they can roll out when they leave. The programme is also dedicated to creating new collaborations between women that aim to create a more sustainable future.”**

Kit Jackson, Strategy Faculty Member

As part of the programme, participants are invited to join one of 12 projects – such as ‘Engagement of Family’ or ‘The influence of women in climate change policy’. These were born from a shared participant and faculty desire to collaborate with the wider community and push the goal of creating a sustainable future together.

In terms of driving brand awareness externally, the Mother Nature Needs Her Daughters film has proved a controversial talking point – fuelling debate and highlighting the need for programmes like Homeward Bound.

The strong brand story has also led to Homeward Bound’s selection as part of the global Good Pitch initiative, which connects films with philanthropists looking to positively change the world. Homeward Bound’s 2016 Antarctica expedition featured within the 2016 documentary Beautiful Minds, which investigated what the world would look like if more women had a seat at the leadership table.

For the 2018 expedition, Homeward Bound plans to facilitate the writing of a book to ensure that every project is provided with a strong voice for their common goals. After all, the whole is greater than the sum of its parts.

**PARTICIPANTS FOR THE INAUGURAL JOURNEY INCLUDED  
DR JANE GOODALL, PRIMATOLOGIST AND ENVIRONMENTAL  
CAMPAIGNER, FRANNY ARMSTRONG – FILM MAKER BEHIND  
‘THE AGE OF STUPID’ AND LISTED IN THE 100 MOST  
INFLUENTIAL WOMEN AND CHRISTIANA FIGUERES – FORMER  
EXECUTIVE SECRETARY OF THE UNITED NATIONS  
FRAMEWORK CONVENTION ON CLIMATE CHANGE.**



### 3. ENCOURAGE AND ENGAGE FUTURE PARTICIPANTS

---

The emotional intensity of Mother Nature Needs Her Daughters not only raised awareness, but actively engaged with the core audience. The brand and media attention following the initial launch galvanised hundreds of female scientists all over the world, who were immediately added to the waiting list for the second programme. This second batch of applicants were more diverse in age, discipline and nationality (300 video submissions from 10+ countries for first 72 spots on board) – effectively reaching more women with more varied backgrounds and ambitions.

And there have been some real success stories. Deborah Pardo, 2016 Homeward Bound participant and population modeller, has just been nominated as one of the 20 most influential women in France for 2017.

**“HOMEWARD BOUND HAS ALLOWED US TO FIND OTHER PEOPLE WITH THE SAME PURPOSE, AND OUR EXPOSURE TO THE WORLD AND OUR OPENNESS TO COLLABORATE CONSTRUCTIVELY IS THE MOST POWERFUL TOOL THERE CAN BE. THIS IS JUST THE BEGINNING.”**

Deborah Pardo - 2016 Participant

---

**DEBORAH PARDO:  
NOMINATED AS ONE  
OF THE 20 MOST  
INFLUENTIAL WOMEN IN  
FRANCE FOR 2017**

Argentinian born Adriana Humanes, a future participant for 2018, generated so much media coverage on the back of her involvement with Homeward Bound that she was invited by the media to act as a commentator and advisor following a recent oil spill in Trinidad. She helped to influence government decision-making; organised community teams to clean up the area affected by the spill; and has produced a report for the International Union for Conservation of Nature (IUCN). This is just the beginning of the opportunities that lie ahead for Adriana following her involvement with Homeward Bound.

---

**SHE HELPED TO  
INFLUENCE GOVERNMENT  
DECISION-MAKING AND  
ORGANISED COMMUNITY  
TEAMS TO CLEAN UP  
THE AREA AFFECTED  
BY THE OIL SPILL**

---

And finally, one of the collaborative teams has recently won €20,000 funding for a project. And this is only year one of a ten-year initiative.



## WOMEN

# Largest Ever All-Female Expedition Sets Sail For Antarctica

"Mother Nature needs her daughters."

03/12/2016 3:56 AM AEDT | Updated 03/12/2016 3:56 AM AEDT

883



Jenna Amatulli  
Trends Reporter, HuffPost

# MOTHER NATURE NEEDS HER DAUGHTER

**FEMALE FRONTIER****ten eyewitness NEWS**

## OTHER INFLUENCING FACTORS

### MARKETING

No other marketing activity or investment – purely the brand.

### THE MEDIA

We believe such an important cause would have gained valuable media coverage without the branding. However, the media attention was multiplied by the powerful creative hook and distinct point of view offered by Mother Nature Needs her Daughters. It made a global story sticky and drove an emotional attachment to the brand. In short, the brand helped launch the movement.

### RESEARCH RESOURCES

The client

### AWARD WINS

Winner of the Social Design category – highlighting design for good, bringing about societal change through design, and positively impacting people's lives.

