# SEEDS FROM AROUND THE WORLD

## How can we build connections between people from different backgrounds on Deforestation/ Loss of green?

Maisha van den Heuvel
0937344
Fine Arts

Marlinde Verwij
0943958
Fine art and Teacher Training

Donja van der Stelt
0952015
Advertising

# Introduction

*It is hard and inefficient to change all the worlds global issues by yourslef. How do you solve a global problem when you have only experienced your own point of view? We believe that through conversation, understanding and creating networks, we can solve probelms more effectively and collectively.*
*For our topic we chose deforestation/ removal of green areas. This is something relatable and everyone has directly or indirectly experienced this.*

## Problem:

- People try to solve problems without understanding multiple perspectives.
- **We make assumptions for other parites without having had the discussion.**
- We feel unimpowered or threatened to tackle a big problem by ourselves or as an individual.
- **We disconnect from urgent global issues when we have not had a personal experience issue with the topic.**
- We come from different places and have different backgrounds so we do, or think differently than others. it is hard to co-operate if we do not form an understanding of differences and common goals.
- We all have different priorities

## Goal

**We want to create understanding from different view points, concerning deforestation.** Eventually we want to use what we learned to create a design that takes a issue that we are not confronted by daily and bring it into the city to confront people.
We hope that we can help people feel responsible and get them involved in a global issue. We want our design to connect places and peoples' personal stories to create awareness and a sence of community.

*"We can do it individually but we don't have to do it alone."*

- **We want to know peoples' personal stories on deforestation**
- With the use of the "Ice berg" model, we want to gain a better understanding of how different individuals view the cause of a certain global issue.
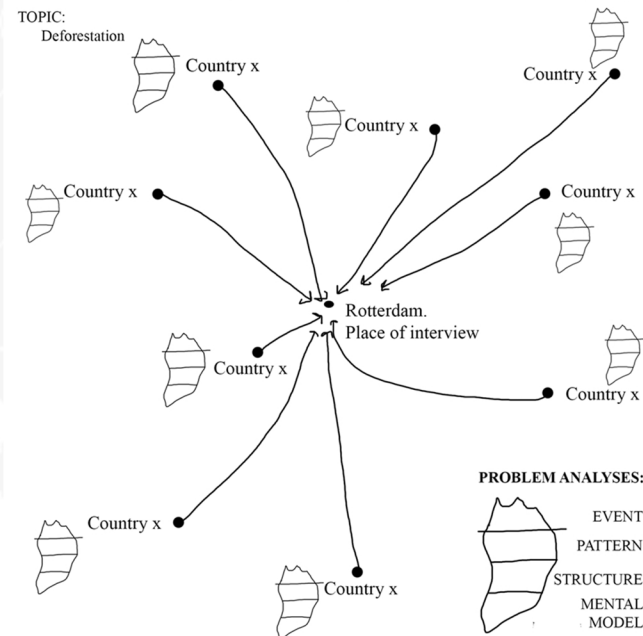- We want to know what is important to them.

## Plan:
1. Research deforestaion in The Netherlands.
2. Find useful information to share during interview.
3. Plan questions to aks during interview
4. Bring something to show at interview
5. Chose location of interview
6. Chose length of time to interview

## People we will Interview
Variety of ages and ethnicities.
In the city center of Rotterdam, you can find locals and tourists.

GOAL: CREATE ICE BERG MODEL FROM INTERVIEWS



TOPIC: Deforestation
Country x
Country x
Country x
Country x
Country x
Country x
Rotterdam. Place of interview
Country x
Country x
Country x

PROBLEM ANALYSES:
EVENT
PATTERN
STRUCTURE
MENTAL MODEL

# Research

*Interviews: We interviewed people in Blaak, Grotekerkplein & Binnenwegplein.*

**Approach to Interview:**

1. We showed people two satalite images from the area around The Hague and Amsterdam. One Image was from 1984 and the second was from 2016.
2. We told people our story and experience with deforestation and asked them about their experience
3. We were on the streets from 11:00- 15:30 talking to people from different ethnicities and ages.

Nationalities we spoke to:
Surinamese
Indonesian/ Dutch
Dutch
Aruban
Curaçao
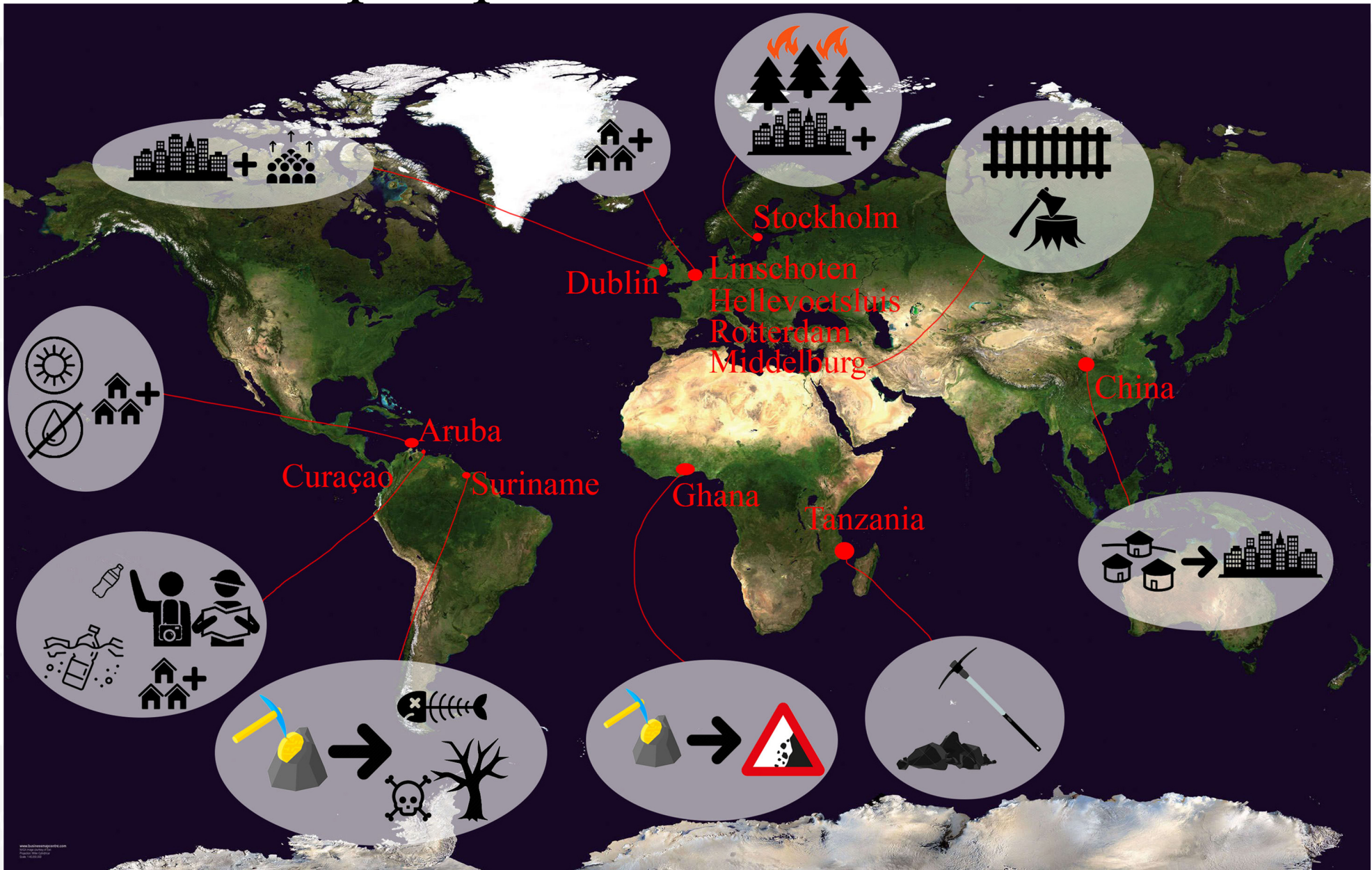Dublin
China

**Images used:**

*Top Right: Area The Hague, Amsterdam 1984*

*Bottom Right: Area The Hague, Amsterdam 2016*

# Network map of personal stories from interviews

**Result: Personal Stories**

Stockholm

Dublin

Linschoten
Hellevoetsluis
Rotterdam
Middelburg

China

Aruba

Curaçao

Suriname

Ghana

Tanzania

During our research we interviewed people and listened to their personal stories related to deforestation or loss of green space. We have included our own stories aswel (Tanzania, Linschoten and Stockholm). This map provides an overview of the results of our conversations.

# Topic: Ontgroening/ deforestation/ loss of green area

## Patterns:

-Hellevoetsluis- the governementcut a row of trees next to the road
-Kickersbloem 3, a new industrial area, where they are going to have to remove fields
-Curaçao: A lot of tourism > new hotels and resorts
-Tanzania, making of charcoal, new resorts, new houses
-Retuwenlijn, Netherlands, they had to clear out a lot of farms to build the train line which they ended up hardly ever using.
-"there are only 3 wolves in the Netherlands" they dont have enough nature to live in,
-Soeburg used to be fields and is now all living space

-A transport road built through kenya where they have to clear a lot of roads for
-In Surinam they mine gold, they removed a whole lot of trees far away from the roads so that tourists dont see that there is being cut.
-Rozenburg creation of the Maassluis
-Removal of sace for a tunnel -Dublin subberbs
>increase in golf cources. Increase 15,000 more people
-Grass area next to market hall is planned to be removed and built on

## Structure:

*Positive*
-Seperate trash
-We should contribute a bit to t he problem
"een steentje bijdrage"
-"tourism is part of the change, not necessarily bad"

*Negative*
-Area of land removed in the Netherlands does not need to
-Be compensated if it is replaced with another type of nature need more buildings for cities Development is hard to stop, more people are moving towards the city.
-In China in the fields people needed to survive
-Governments priorities money and development over nature and public health
-Space is valuable
-A lot of political claims are made to gain supporters

## Mental Mode:

*Positive*
-People try to eat less meat
-People know we need trees for better air quality and C02

*Negative*
-"The problem should be solved in The Hague"
-City is more parctical than living in nature
-People have less/no contact with nature
-People find money more important
-People want to fit in
-We cant reverse the Process
-People have other priorities: money to survive
-Greed
-Materialistic society

# Final Concept

**1) An Instagram account where we share stories.**
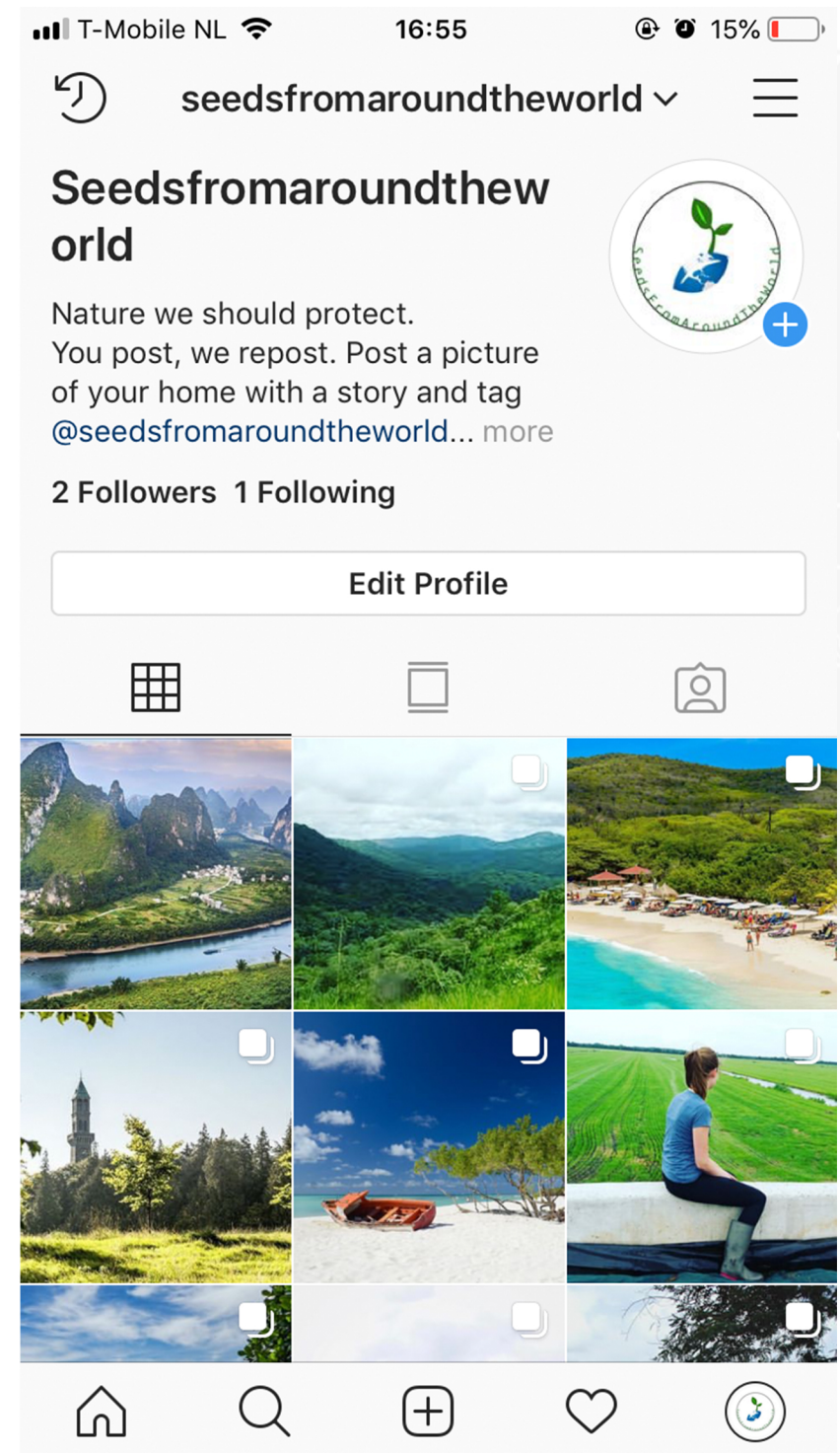**2) A movement where in we spread awareness using stickers.**

INSTAGRAM:
- A place where people can share stories of changes in their homeland.
  a) Post a picture of a memory you have connected to your home area
     that is experiencing changes (deforestation, loss of green, loss of
     open space.)
  b) Tell us a little story about your homeland. (What makes it beautiful,
     what does it mean to you, what has changed? etc.)
  c) Go to **Google Earth>View> Historical Imagery** and see the
     changes throughout time in your area!
  c) Tag us, so we can repost your story using
     @seedsfromaroundtheworld #seedtomyroots
- A place where we announce new information related to deforestation.
  such as new shocking facts about products that are a huge cause for
  deforestation.
- A place where advise can be posted on better products or advice.

STICKERS (MOVEMENT):
- We post a picture of a sticker that people can print.
- We name a list of products that are very harmful to forests.
  (for example: **Beef**, **Soy**, **Palm oil**, avocados, **Wood products**,
  cacao, coffee, rubber, sugar etc.
- Us including our community fo activists goes and puts stickers on
  these products to raise awareness.

THE STICKERS HAVE A QR CODE
THEY CAN SCAN AND THE QR
CODE WILL TAKE THEM TO THE
POST THAT THE MOVEMENT
CONCERNS.
EXAMPLE OF THE STICKER:

**This product contributes largely Deforestation!**

**Scan here to find out more about our movement!**

@seedsfromaroundtheworld

---

**T-Mobile NL** 16:55 15%

seedsfromaroundtheworld ⌄

# Seedsfromaroundthew orld

Nature we should protect.
You post, we repost. Post a picture
of your home with a story and tag
@seedsfromaroundtheworld... more

**2 Followers  1 Following**

**Edit Profile**

# Future Developments

**In the future we would**
**1) like more followers and stories ;)**
**2) like to have a website.**

INSTAGRAM:
If the Instagram didn't work and people don't send their stories to us.
Another option would be to go outside a lot and ask people ourselves, or when traveling, to interview people and photograph them in that location.
This way you also maintain the direct contact and keep people interested.

WEBSITE:
We would like to have a website where in people can directly find information about the actions we do. Who we are and our goal. Since an instagram bio page is limited to only a few characters.
The website would contain:
- Info about us
- Events/Info about actions we have done about certain products
- More information with research about deforestation
- AN INTERACTIVE MAP (a global map with points on it each point represents a story we have covered. When you click on the point you can read the story and see the images that were posted on Instagram.
- A link wherein people can download google earth directly OR host google earth on our page (with the history settings already on) so that all they have to do is look up their home and scroll through time to see the changes!!!!