

Green Spaces in Cities PSA Pitch

To: International Society of City and Regional Planners

From: Rachel Lin, COM201 Ads Inc.

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UN-Habitat's World Urban Campaign Ad Package

The world's cities are growing. By 2050, close to 7 billion people will live in urban areas, according to a study by the Our World in Data Organization. From glorious skyscrapers and bridges, humans thrive in these metropolitan areas. However, as we appreciate this trendy urban culture, we forget about what's underneath—nature.

During the pandemic, people received many messages to go outside and take walks due to social distancing. Individuals flocked to green spaces, including neighborhood parks and local gardens. But how can you connect with nature if there is none once you step outside your home? In big cities overcrowded by urbanization, issues arose as people struggled to find accessible green spaces in their industrially-dominated communities. Unable to experience the outdoors after days of being locked inside was a problem unprecedented by citizens and city planners. These challenges affect the health of the world's inhabitants and the environment they live in.

My campaign to promote the increase of green spaces in cities focuses on UN-Habitat's World Urban Campaign. It would be a graphic ad with an illustration of a map of a city with only a small sector of green that resembles a green space. Around that one section, the map's filled with huge buildings and skyscrapers. In the corner, a kid looks defeated as he holds a ball wanting to play with it somewhere, while two other adults dressed in running attire and yoga clothes follow the same theme. The headline will read: **Finding your way around the city might be hard, but finding green spaces is harder.** The body copy will read:

Give kids a place to play and yourself somewhere to relax by easy accessibility to parks.

Call to action: Support and integrate the goals of the World Urban Campaign on building more green spaces into urban planning in your city.

Ad:

FINDING YOUR WAY IN THE CITY MIGHT BE HARD, BUT FINDING GREEN SPACES IS HARDER

GIVE KIDS A PLACE TO PLAY AND YOURSELF A PLACE TO RELAX BY EASY
ACCESSIBILITY TO PARKS



VISIT WWW.WORLDDURBANCAMPAIGN.ORG FOR MORE INFO

This ad will appeal to demographics in urban areas because the message is visually straightforward. You can use this ad in the International Society of City and Regional Planners newsletter, community park directories and bulletin boards, and billboards placed by intersections, so cars waiting in city traffic can view it. A digital version of this can be posted under a campaign hashtag, #findthegreen, on Instagram for younger audiences that value fitness, health, and the outdoors. Cities can display the ad beside citywide maps, usually located at public transportation stations or tourist spots, to highlight the land distribution and accessible green spaces.

It is crucial to connect with the natural world each day. This campaign will speak to people wanting to dissociate from the hustling culture of the city. Green spaces are essential to facilitating physical activity, the community, and the environment, so it is time to alert city residents about why we need more.

Radio Spot:

Welcome to the city, where your wildest dreams come true. But at what cost? The shadows of skyscrapers that block your sunshine? The noise of cars that wakes you up every morning? You need a breather.

Make the urban jungle we call home, a community by building more accessible green spaces.

Make going for a picnic in a park possible, or taking a walk in a public garden—let's even aim for the chance to sit by a river.

Collaborate with the World Urban Campaign in creating green spaces across cities.