



Futures From Folklore

Indigenous-led solutions to global environmental issues.

Overview

Indigenous groups are experts of caring for their land and have preserved 80% of the world's biodiversity, while making up only 6% of the world's population.

Despite this, they are often left out of sustainability decisions, and in many cases, these projects further damage their ancestral land and ecosystem.

Their intimate connection with nature and the knowledge passed through generations is the key to our future.



Name & Logo

The logo and title for Futures from Folklore is related to the way indigenous knowledge and culture is passed down through often word-of-mouth. Their 'folklore' or knowledge can help improve conservation and restoration projects and therefore, ensure our future.

The campfire alludes to people coming together to tell stories.

The fire can also be viewed as the planet being on fire due to current environmental crises.



Objectives and Goals

Goal # 1

Push for change in global policies, integrating indigenous perspectives in environmental/sustainability solutions.

Goal # 2

Inform people on the wisdom and knowledge indigenous groups have, and their major contributions to conserving biodiversity.

Goal # 3

Inform people of the struggles and injustices faced by indigenous groups to spark action.



Target Audience

Majority of voting age people.

Social Media

Platforms such as Instagram and TikTok will target **18-30s** year olds.

Website

A Website with periodic blog posts will target **40-60s** who likely are used to reading daily news sites.

Physical Posters

Physical posters are the best way to reach **70+ year olds** who may not be as used to going online for information as younger age groups.

Social Media

Instagram posts:

Main way of spreading information to younger audiences.

Informative pieces with eye-catching text.

Once posted, shared to Instagram story with link to full story on the website.



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The youngest Guaraní to commit suicide was only **9 years** old

7,100 likes

Futures from Folklore 'The Guaraní are committing suicide because we have no land...' In the last 30 years over 625 Guaraní people have committed suicide; 85% of the deaths were young people under 30. The loss of their land to cattle ranches is one of the main reasons ... more

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LET THE RIVER FLOW

ELVA SKAL LEVE!

6,934 likes

Futures from Folklore ▶ Let the river flow! ▶ The Alta dam controversy refers to the Sámi people's 14 year long fight against a hydropower project that would have disrupted salmon fishing and reindeer herding, possibly displacing an entire community. ... more

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HUNTERS NOT POACHERS

6,389 likes

Futures from Folklore The Botswana San tribe have survived for generations by hunting sustainably, taking only as much as they needed to allow animal populations to continue flourishing. Despite this they have been BANNED from hunting on their ancestral lands, while trophy hunters continue being allowed to hunt for sport. This is yet another example of the exploitation ... more

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Social Media

Influencer Collaborations:

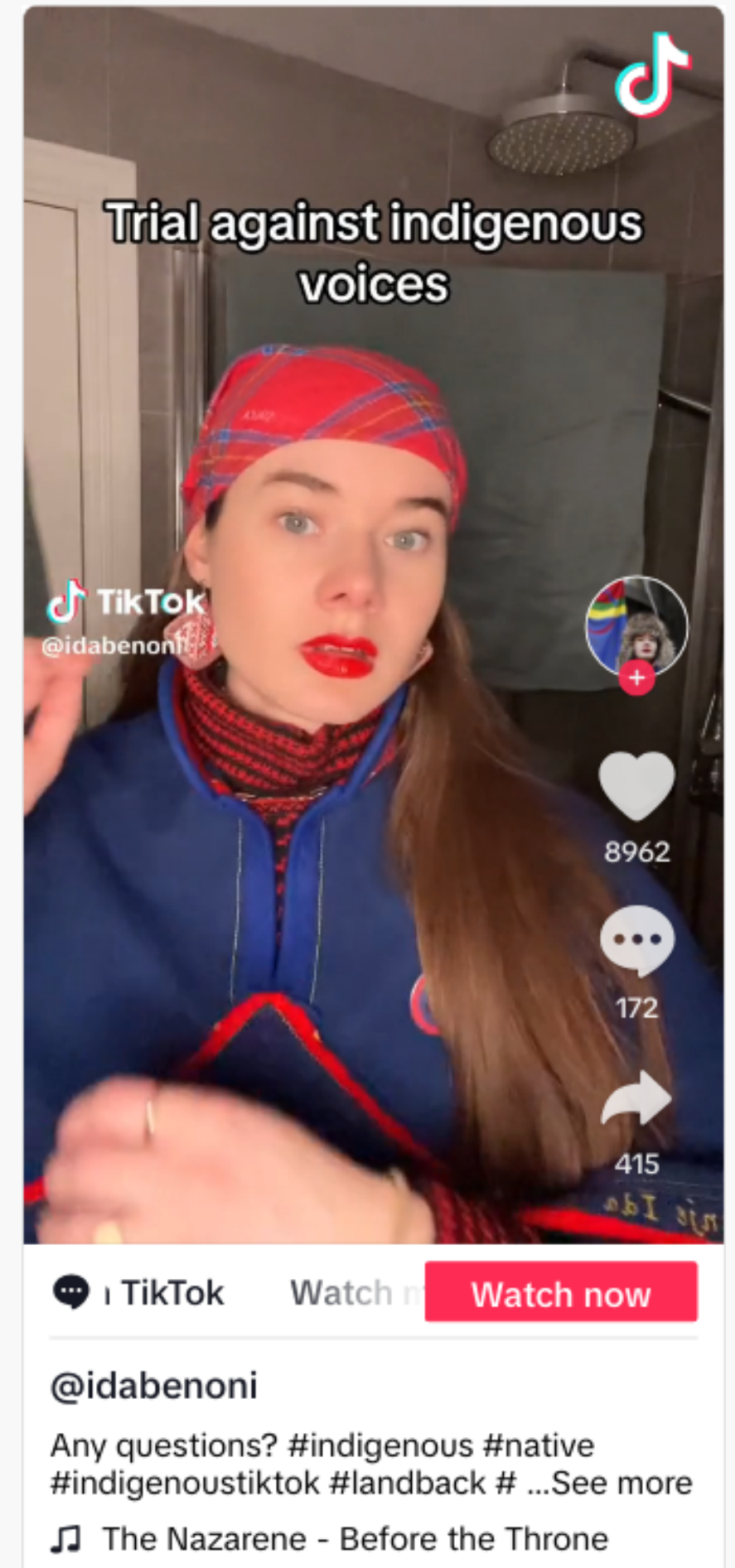
Indigenous TikTok influencers partnership/promotion post.

Sharing their posts to all campaign social media channels.

- videos promoting Futures from Folklore
- interview with influencer to post on website
- instagram/tiktok LIVE talking about the initiative to be hosted on campaign account and influencer account

EXAMPLE: IDA HELENE BENONISON

- Queer Sami Activist
- Posts about her heritage, Sami culture & struggles
- Posts current events related to indigenous voices



Website

Frequent articles/posts:

- Indigenous news
- Articles about different traditions and cultures related to environmental goals/sustainability
- Interview pieces with indigenous community members

Campaign/Donations pages

- Anything from petitions to charity collections related to indigenous causes.
- Donation page for Futures From Folklore



Futures from Folklore

Indigenous-led solutions to global
environmental issues.



Futures from Folklore campaigns for a greater involvement of indigenous cultures in sustainability projects and decisions.

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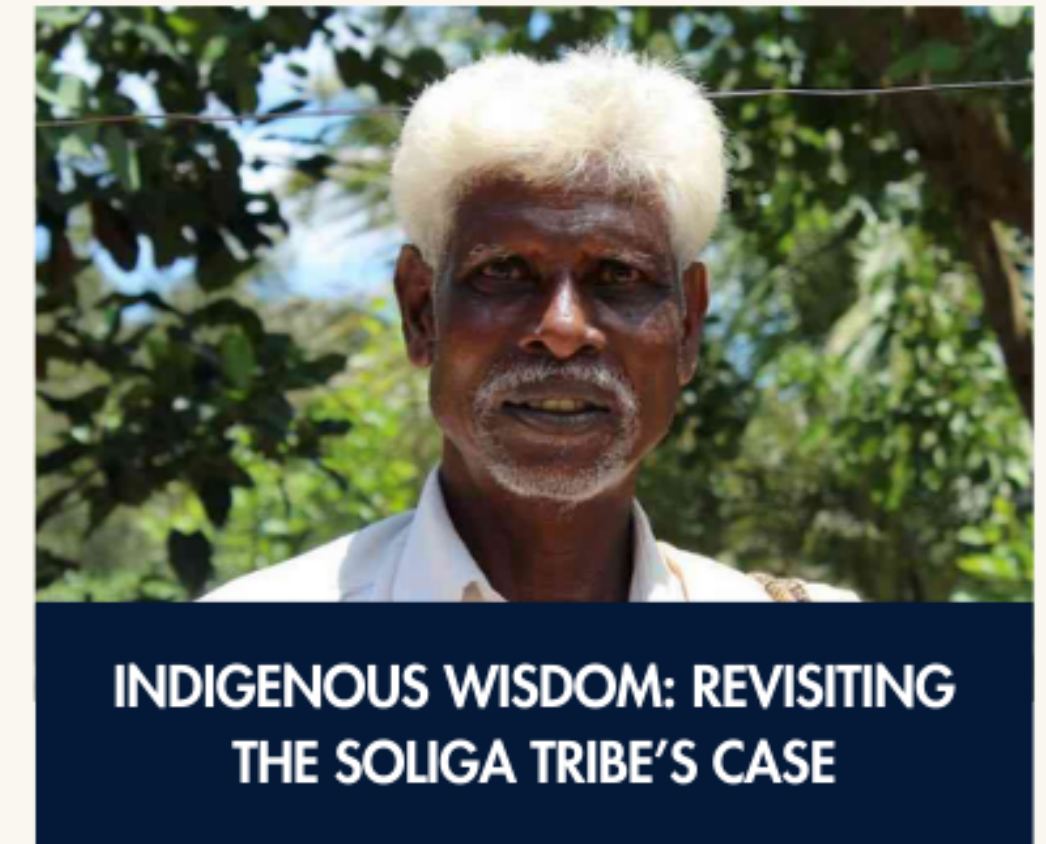
News and Updates



Communities in Hawaii are coming together to rebuild ancient fishponds which previously sustained them. Many of the ponds were lost as a result of westernisation, but they also represent a way to connect with traditions.



From the Alta Dam Controversy in the 1900s to recent wind farm protests, this interview will tell you all you need to know about the Sámi's struggle to protect their land.



A look back at how the Soliga Tribe's return to their land resulted in a tiger population boom. Discussing how indigenous knowledge can push environmental solutions forward.



Most recent campaigns:



DONATION TITLE 1

(Description)



PETITION TITLE

(Description)



DONATION TITLE 2

(Description)

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Physical Posters

Posters with information about different indigenous groups, showing our logo

- bus stops
- underground posters
- universities
- link to webpage & number for newsletter

EXAMPLE: Murum Penan, Malaysia

