

NATIONAL GEOGRAPHIC WANTS TO MAKE GOOD OUR OCEANS

By Livvy Houghton and Holly Friend

14 : 05 : 2019 Sustainability : Plastic : Society



Australia – **National Geographic Australia** has partnered with digital agency **R/GA** to promote design, technology an innovation for a more sustainable world.

The **Make Good** initiative is inviting Australians to solve some of the world's biggest humanitarian, societal and environmental challenges, beginning with a three-day innovation lab dedicated to the impact of single-use plastics on ocean pollution.

The Make Good project aims to develop early-stage ideas to reduce plastic consumption through behavioural change, revive Australia's coastlines, and redesign existing products to be plastic-free. The media brand is seeking both individuals and businesses in the region to become change-makers by taking part in the labs.

As complex environmental issues become imperative to solve, both brands and media platforms are stepping up to raise awareness and take action, becoming Civic Brands in the process.