

When people cross a bridge, a frequency may resonate. A small amount of energy, can cause a large reaction. We need to find young people's frequency. Then, maximise resonance, through tuning and amplification.

Getting teenagers to engage is challenging, my generation have an attention span of 8 seconds, and there is massive competition for our attention.

Finding the frequency.

So what's got young people's attention? Polls say it's; mobile phones, gaming and social media. Video streaming, sport, celebrity, fast food, fashion and fantasy fiction.

Advertising leads us powerfully to the above, through a perceived 'lifestyle'. When marketing clothes, a stunning model, makes us want, not just the clothes, but the whole imagined life, made immediate and alluring by using clever physiological science.

Nowadays, young people, living in a post god era, seem to want something to believe in. Hence the rise in vampire fiction, harry potter, celebrity fame, conspiracy theories... we feel we're powerless "it's hopeless, why bother at all?" If large corporations won't change, why should we?

You can't simply tell my generation what to do, it's like herding cats. Herding is pushing, it's difficult, you must pull cats, with something they want, maybe food or warmth. Offer something we desire. Make it seem enlightened, clever and popular to embrace sustainability.

Advertising distils information down to sound bites that resonate with people making them feel empowered. Through catchy slogans "You're worth it", "coke adds life", "practically magic". All skilfully crafted, to sell an imaginary reality. This creates a desire for new, cheap, unsustainable, items. It nourishes a throwaway society, where no one truly cares for their possessions, just short term happiness. Advertising makes people feel they are an intimate part of something bigger. Without this product you're isolated, out of society. "You're worth it" sounds secretive, whispered just to you.

"Practically magic" the, I phone slogan, makes phones, and their users, sound superior. Without this device you are diminished. They make us feel smart, successful, on the edge of possibility. My generation has been led by ear worms and marketing, which invades the brain and sets the parameters of aspiration. The average teenager spends around 6 hours a day on social media, we struggle to concentrate on anything else. It is constant chatter, with little downtime. We must continually show to an audience, that we fit in, are successful, part of the consumer society. It's addictive, it sets our belief systems and undermines our self-esteem. We constantly worry that we will never truly be liked. Imagine, if we could see I phones differently. These devices are in reality, like a biblical plague. They are often made by people who have few human rights and are paid slave wages, using unethically sourced materials. Lithium ions are a precious material that may be better used to make electric cars. Phones even listen to peoples conversations in order to aid advertisers and encourage people to buy more products. I phones – Practically tragic...

Tuning the teens.

We have been misled by large corporations, who wish to continue business as usual. In 1953 the tobacco industry had a famous meeting, to discuss decreasing profits, due to scientists linking tobacco to lung cancer. They decided to create their own 'scientific research'. This enabled them to pedal the pseudo-science of doubt. Any tiny doubt, could be played off as 50-50 or worse. This worked so well for tobacco sales that others have emulated it. 'Briefing confusion' was used for decades to discredit the science of global warming. A report by the changing markets foundation,

has recently shown big business is using similar, well-funded, well organised tactics to promote plastic, which scientists and economists know in reality cannot be recycled. The result is, we don't trust scientists or facts.

If we are serious about our environment, products that cost the earth need a health warning. Greenwash must be made a punishable crime. We need laws that will curb advertising and tax businesses whose activities cause pollution. The money should be spent on education. Just telling the truth, and how we've been misled. This is an actual, real conspiracy – It's what's bad, it validates what's good - something to believe in. Give us, tell us, sell us what is truly good, we understand the concept, or else Disney wouldn't work.

We need a new way of thinking. Complete concept commerce, total 'truth' things. From 'design to disposal' Truthful labelling showing the true cost of things, from concept, materials, workforce, energy to make, transport and use, longevity and what happens after use. 'Zero BS Brand'.

Adding Amplification.

If so much is spent on advertising for consumerism, then the green movement must do the same, but to an even higher standard. They must invent catchy slogans and utilise social media.

We must stimulate and provoke, make it an adventure, give young people the power to do good, something to believe in, make it 'cool' to make meaningful choices. We must do this scientifically and monitor/ improve success.

We should use all the tricks, all the science to make it resonate. Longwinded, sterile, negative messages stay secret. The science of 'cool' is vital. Cool's important to my generation, it's a vibe, its celebrity endorsement, it's positive, it's a bit different but still fits in.

Social media is 'sick', we must use it wisely. Less is more, if you can't say it in less than 8 seconds, don't bother. Enticing snippets, hints, enough to make us wish to know more. Instead of plastic a bamboo toothbrush, or a shampoo bar. Play with polluters slogans, for 'impossible is nothing' use 'unethical is nothing'. 'Just do it' – 'Don't do it'.

Celebrity is key. Through tax breaks for truth, celebrities need to be encouraged to endorse truth.

We need strong leadership. We need to know what's real and true and what's wrong, we crave something to believe, we crave the truth.

We need young people to be enticed across the bridge of science to the land of good, where truth resonates...