

# Dad, that butterfly is wearing my pyjamas!

## The team

You are a **bilateral team of product designers**. It is your task to design new ways to provide a biotope for insects within an urban environment. Or design an awareness campaign so that people know what to do to improve the situation for insects. You work in a team of two having two colleagues in the other country. As senior designer you have a buddy at primary school. Together with this junior designer you will think about the problem and come up with a solution to (partly) solve it.

## Procedure

**Make a study** gathering as much articles on the topic as possible. What do insects need to survive? Can you incorporate the needs of insects into things used by men? e.g. building materials? Why do people hate insects? Why are they scared of them? Could you change that image? How were such things done in the past? e.g. Look at the campaigns against fur.

## Thoughts

Biodiversity on the planet is decreasing rapidly. The number of insects has gone down with 70% over the last 50 years. They are the cornerstone of the food chain.

“The busy bee has no time for sorrow.”

- William Blake



school 1  
senior designer



school 2  
senior designer



school 1  
designer



school 2  
designer

## Outcome/aim

Your **presentation** will be either:

- A model of the design or 3D drawings representing images of the prints for the campaign.
- Digital images of the prints for the campaign.
- The audio or video clips for the campaign.
- Any other form of guerilla marketing you come up with.

The aim of this assignment is to have children from a different agegroup work together on an SDG. The collaboration should always be supervised by a teacher.