

Global Norming: Gen Z's Guide to Sustainable Living

Episode 1: Introduction and Gen Z's impact

Objective: Introduce the podcast and what it aims to do, get into why Generation z is such a powerful generation

1. Global Norming Intro (pre-recorded)
2. Introduction to the podcast
 - a. Goal of the podcast
 - i. Open conversations about sustainable living and generation z's ability to reverse climate change.
 - ii. Give suggestions on how you can make changes (reasonability)
 - b. Format of the podcast
 - i. 4 parts- each episode will focus on a different topic
3. Introduction to the host
 - a. Now that we have that out of the way, I'm your host, Brianna Mejia. Global Norming is a passion project that puts the focus on you! But before we get to you, let's hear about me!
 - b. Who am I?
 - i. Graduate student, Undergrad Advertising
 - c. Why do I care so much about the environment?
 - d. Why should *you* care about the environment?
 - i. In one decade, we have seen Carbon Dioxide Emissions from Fossil Fuels Grew 10%, global temperatures increasing, rising seas, extreme weather and some of the worst wildfires ever recorded. However, none of this is an accident.
4. Generation Z
 - a. Definition of what makes a person generation z
 - i. Someone born between the years of 1997 to 2012, generation z is between the ages of 9 to 24
 - b. Characteristics of generation z
 - i. Experienced the first laptop, iPad, iPod, flatscreen TV, and some of the earliest social media networks
 - c. Experiences of Generation Z
 - i. Influenced by events such as the great recession, terrorism, gun violence, gender equality, the election of Barack Obama and Donald Trump, the worst environmental crisis to ever happen
 - d. What makes this generation unique?
 - i. Technologically savvy, most educated generation, able to reverse the mistakes of our ancestors

- e. The power this generation holds
 - i. Always told that we can never reverse climate change
- 5. Changes for sustainably living
 - a. Changes we've seen already with generation Z
 - i. 35% Of Generation Z Want to Be Meat-Free by 2021. Millennials the most vegan and vegetarian generation but some generation z are too young to make those purchasing decision for themselves yet
 - ii. Thrifting has become more trendy, reusable water bottles and straws
 - b. Changes that we will talk about
 - i. Fast fashion, single use plastic, eating less meat
 - c. How we will talk about changes
 - i. Not an all or nothing approach, important conversations, how you can *start* making changes
- 6. Conclusions
 - a. Reiterate goal of the podcast
 - b. Talk about future episodes
 - c. Reiterate the power that generation z holds and how we can make change
- 7. Prerecorded outro music