

Saatchi & Saatchi to launch global CSI social networking site

Creative agency Saatchi & Saatchi earlier this month unveiled and launched Blue, a global sustainability lifestyle movement for companies and people worldwide that aims to enrol one-seventh of the world's population on a dedicated global niche social networking community. Currently in its final trial phase, the website will be opened for global participation and personal sustainability projects contributions in February 2009. [video]

Saatchi & Saatchi South Africa's digital arm, AtPlay, is responsible for creating the global site, which allows individuals to upload their PSPs and then engage and learn with other like-minded individuals.

Towards a social consciousness

Blue is spearheaded by Saatchi & Saatchi's worldwide's sustainability arm, Saatchi & Saatchi S, and moves beyond the enormity of the environmental crisis towards a social consciousness that aims to address global challenges. It is described as a movement for sustainability that embraces the environment, economy, culture and society.

"It's based on the premise that if individuals realise that a single individual effort can make a difference, then collectively, enormous change is possible," says Ian Young, MD of Saatchi & Saatchi Cape Town.

"Blue aims to inspire one billion people around the world to adopt personal sustainability projects (PSP) in order to solve global problems, specifically through sustainable choices that they can make to enrich their daily lives.

"PSPs can be anything from growing one's vegetable garden, making a commitment to make time to play with the kids outdoors. We're trying to make sustainability simply irresistible," says Young.

A stakeholder briefing held earlier this month was attended by inspirational speaker and environmentalist-adventurer Braar Malherbe (the first man, along with David Grier, to run the entire length of the Great Wall of China, and more recently a cc to coast run from Namibia, through South Africa to Mozambique, raising funds for Operational Smile), Andy Condor of recyclable waste distribution and logistics company, Clearer Conscience, and editor of *Simply Green* and *Odyssey* magazines, Chris Erasmus, and Urban Harvest's Ben Getz, who provides a unique service using the latest in ecological design and permaculture to set up and maintain home vegetable gardens.

Jumpstart

Young says to jumpstart Blue in South Africa, already 104 employees of Saatchi and Saatchi SA have uploaded their PSF on the site.

Saatchi & Saatchi employee Nadine Bushell, whose personal PSP is growing rosa tomatoes with organic compost from her wormery, is one of those responsible for launching Blue at Saatchi & Saatchi. She says that she's excited about being able to make a small but meaningful difference to the world her son will one day inherit.

"We're thrilled to have such buy-in amongst our staff. Today is a celebration of our commitment to a brighter future. It feels great knowing that you're part of something bigger than yourself - something that can make a real difference," she enthuses.

For more:

- Saatchi.com: [Birth of Blue](#)

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