



# The Wild Spectrum

Building a Future Where Humans & Nature Thrive.

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Erica Fasoli & Zachary Kay

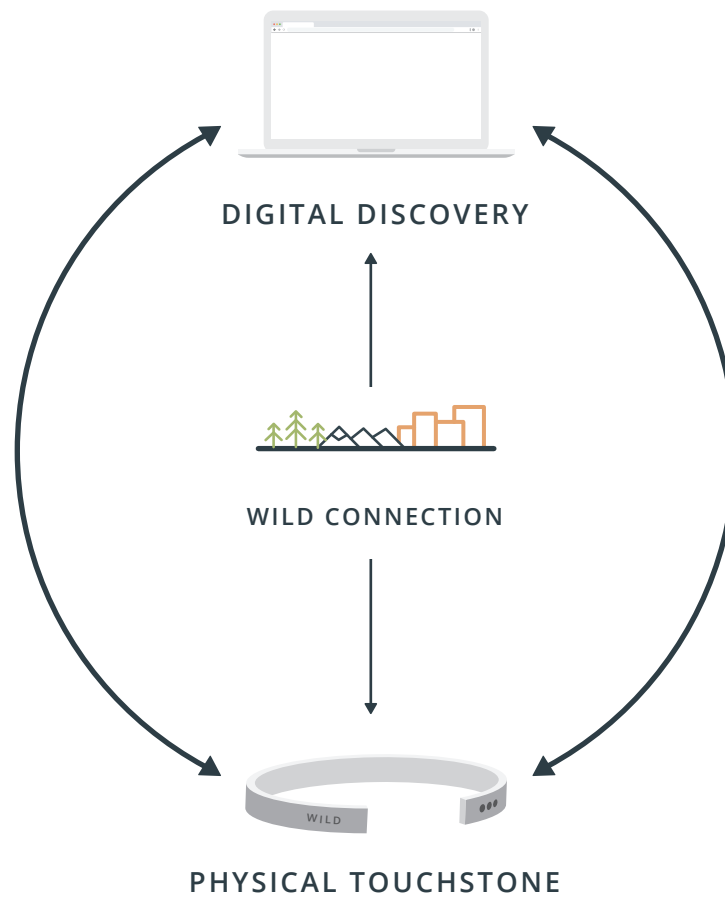
# We need nature. Nature needs us.

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The planet is at a crossroads. In order to thrive in the future, we must begin to re-cultivate our relationship with nature. By 2050, two-thirds of people will live in urban environments. Our health and our happiness is reliant on the health of the ecosystem around us. We must begin to rethink the value we place on nature and change the way we view the world when we step outside our door. The first step - getting back in tune with the wild that surrounds us every day.

## OUR MISSION





## 01 Educate

The digital discovery platform educates people through animated interactions and storytelling about animal behavior, communication, and intricacies across the WILD Spectrum.

## 02 Fund

The purchase of a "WILD" bracelet directly funds the WILD Spectrum's non-profit partners, supporting habitat restoration, conservation, and rehabilitation of species in their surrounding environments.

## 03 Take Action

With your funds and participation we will mobilize professionals and volunteers to clean-up the environment and restore wild animal habitat within the community.

# Redefining what it means to be wild.

Creating a definition in which humans and nature coexist.

Plants, animals, and organisms living in a state of nature amongst the features and products of earth, including human environments and creations.



## Understanding a spectrum of wild.

We must rethink the value we place on nature and change the way we view the world when we step outside our door. The first step - from an uninhabited landscape to an urban city center, recognizing that elements of wild exist everywhere, we just have to pay attention.

# Our Priorities

We hope that by helping people to see their environment differently, they will be more invested in conserving it. As we continue to urbanize the planet, a healthy ecosystem is essential to our success. We invest & money into helping our communities with nature.



Education &  
Respect



Land & Water  
Restoration



Animal Habitat  
Sustainability



Build Healthy  
Cities

# Our Partners

We work with nonprofit partners to help develop a healthier relationship to the natural world. Our promise is the 80/20 rule. That means that 80 cents of every dollar you spend on a Wild Spectrum product will go directly to the nonprofit partner associated with that product.



## Yellowstone Forever's Mission to Conserve YNP

Yellowstone National Park is the eponym of the one of the largest untamed landscapes in the lower 48 states. Yellowstone Forever's educational programming, products, serves help people to enjoy, understand, and appreciate the wildlife, geology, and cultural history of the park. 80 cents of every dollar spent on remote bracelets will go to Yellowstone Forever's mission to conserve Yellowstone National Park.



## NWF Community Wildlife Habitat Program

The National Wildlife Federation's Community Wildlife Habitat program partners with cities, towns, counties, neighborhoods, and communities of all kinds to become healthier, greener, and more wildlife friendly. Through this program communities can enhance and restore islands and corridors of wildlife habitat in urban and suburban areas nationwide. 80 cents of every dollar spent on rural bracelets will go to the Community Wildlife Habitat Program.



## Nature Conservancy's Mission to Build Healthy Cities

Cities are expanding their footprint at an alarming rate, putting habitat, human health, and access to food and water at risk. But, with smart planning, science-based solutions, and strong partnerships, the Nature Conservancy is working to make our cities resilient, healthy, and equitable. 80 cents of every dollar spent on urban bracelets will go to the Nature Conservancy's mission to build healthy cities.

# Education through digital learning.

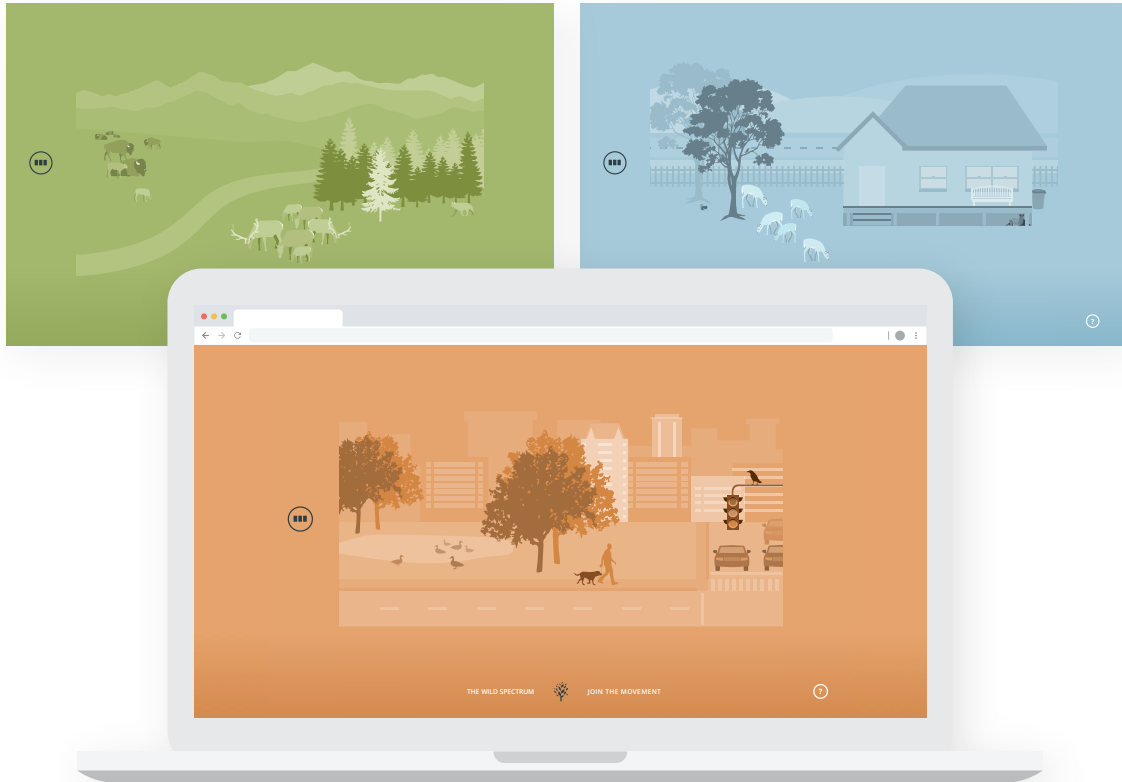
Learn about the wild spectrum through digital interactions and animations.

## DIGITAL PLATFORM

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# 01

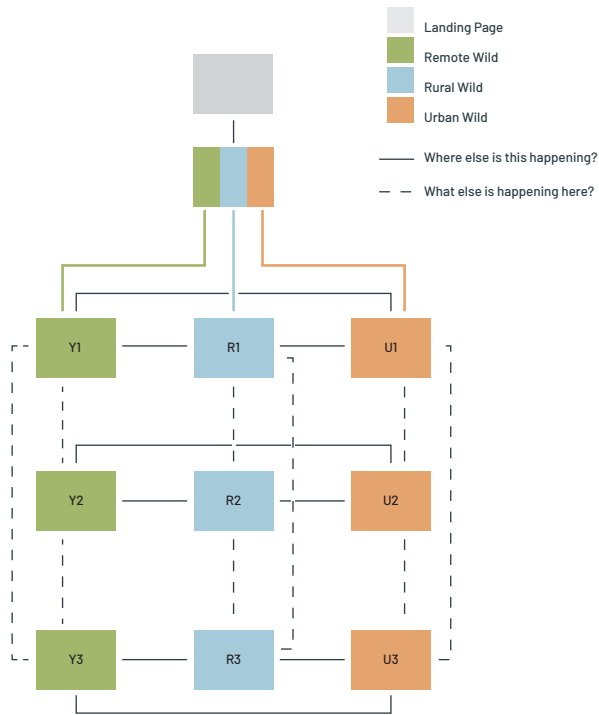


Explore the digital platform at  
[www.thewildspectrum.org](http://www.thewildspectrum.org)

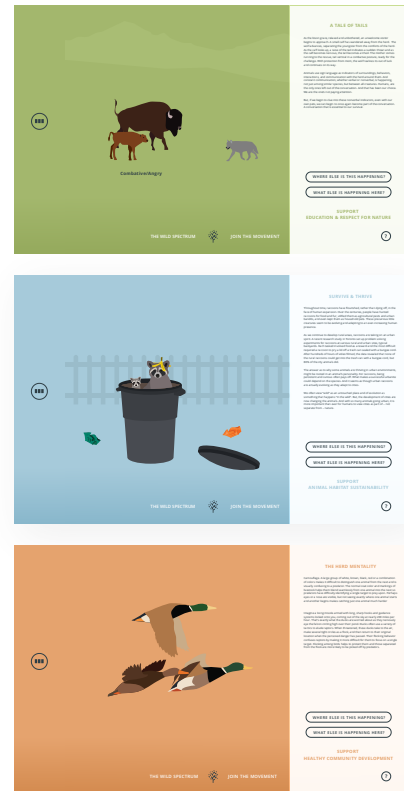
## Explore the Wild Spectrum.

Start exploring the digital platform to learn conversations happening all around us.





Users navigate through the platform with stories and prompts of what is happening here? and where is this story happening?



## Reconnect with the natural world.

In order to thrive in the future, we need to re-cultivate our relationship with nature. The digital platform educates users on small natural interactions happening right outside their doorstep.

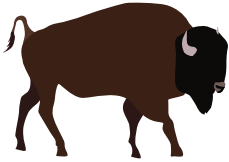
# Show your support, choose your connection.

Change the way you view the world and share our mission.

## PHYSICAL TOUCHSTONE

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## A Tale of Tails

Similarly to humans, animals use body language to communicate. Learn about communication through tails across the spectrum.



## Survive & Thrive

As humans continue to develop the planet, animals are adapting to thrive in urban environments. Learn about evolution across the spectrum.

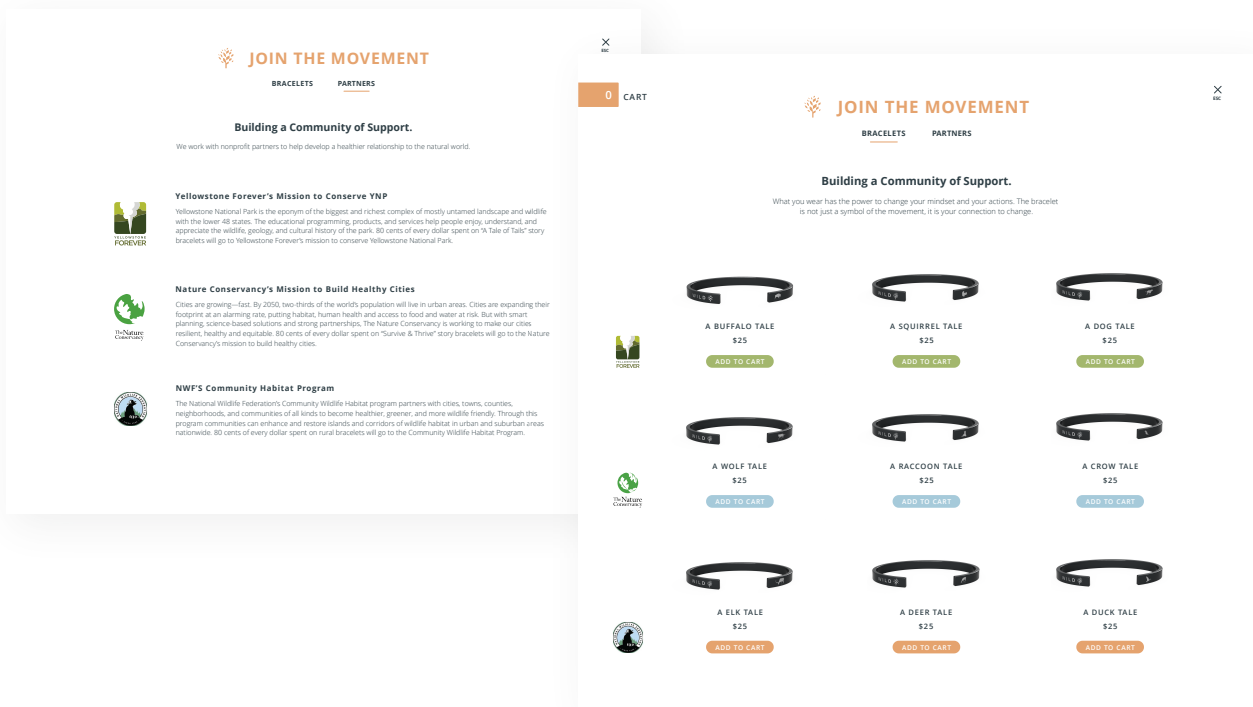


## The Herd Mentality

Animals group for protection, support, and companionship, just like humans. Learn about grouping across the spectrum.

## Learn through storytelling.

Users navigate through the digital platform through the use of three different storylines. These stories educate users on different animal interactions and behaviors that are happening throughout the wild spectrum.



## Choose your connection.

Choose the character from the stories that you relate to most and purchase a bracelet. 80 cents of every \$1 spent on a Wild Spectrum bracelet goes directly to our nonprofit partners. We put our partners first and we hope our community does too.

# Become a part of our community.

Become a part of the movement to bring the natural world back into our lives.

## OUR COMMUNITY

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## 01 Human Wild

A reminder that humans are part of the wild system and the importance of reconnecting with nature.

## 02 Animal Wild

The animals on each bracelet indicate which nonprofit partner your funds are going towards.

## 03 Wild Spectrum

What you wear has the power to change your mindset and your actions. The bracelet is not just a symbol of the movement it is your connection to change.

## Show your support.

It's not about the bracelet. It's about showing your support for The Wild Spectrum. It's about being conscious of your connection to nature. It's about being an active participant in the vital health of your community ecosystem. It's about your future.

“The way we pose affects not just the way others see us, but the way we see ourselves. To quote her, "our bodies can change our minds, and our minds can change our behavior, and our behavior can change our outcomes.”

AMY CUDDY

**WILD** \$25

02 03

01

**THE WILD SPECTRUM**

PLANTING FOREVER \$20 of this purchase supports this WILD Spectrum non-profit partner.

**Become a part of the movement.**  
Discover more at <https://thewildspectrum.org>

**Understanding a spectrum of wild.**  
We must rethink the value we place on nature and change the way we view the world when we step outside our door. The first step - from an uninhabited landscape to an urban city center, recognizing that elements of wild exist everywhere.

- 01 Human WILD**  
A reminder that you are part of the wild system and the importance of reconnecting with nature.
- 02 WILD Spectrum**  
What you wear has the power to change your mindset and your actions. This bracelet is not just a symbol of the movement it is your connection to change.
- 03 Animal WILD**  
The animals on each bracelet represent the nonprofit partner your purchase is supporting.

## Become a part of the movement.

By purchasing a Wild Spectrum bracelet you are becoming part of the community and providing necessary financial resources needed to complete the mission. We hope that you will also begin to change your mindset towards the natural world around you.



## Eva's Story

"My first visit to Yellowstone was the beginning of a lifelong connection to nature. As a young person, Yellowstone gave me an unparalleled opportunity to connect with wild places. My sense of discovery and exploration were awakened by geysers, waterfalls, and wildlife. I joined the Wild community to support Yellowstone Forever's programs to help foster and engage the next generation of nature's stewards."

## Sarah's Story

"I've been asked by many people about my bracelet and it makes me feel great to know that I'm supporting an organization that empowers communities to restore wildlife habitats in their area and educate and engage members of their communities. I join the Wild community to help support the National Wildlife Federation's Community Wildlife Habitat Program."

## John's Story

"Nature in and near cities is crucial for maintaining biodiversity, but also for people who depend on the benefits that nature provides. Urbanization is unavoidable but I believe we can integrate animal habitat into cities. That's why I became part of the Wild community. To support the Nature Conservancy's efforts to plan for sustainable urban growth and use of natural solutions."





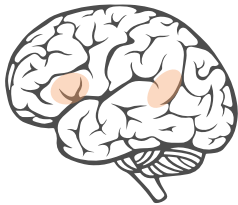
# Appendix

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# Science Behind Storytelling

When you want to motivate, persuade, or be remembered, start with a story of human struggle and eventual triumph. It will capture people's hearts - by first attracting their brains.

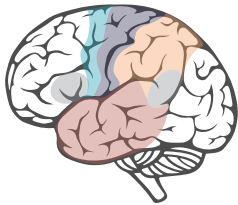


## Hearing Facts

When we are presented with simple facts the language processing parts in the brain of our brain are activated as we decode words into meaning.

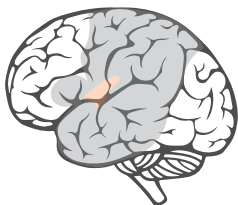
Broca: Helps produce coherent speech

Wernicke: Helps in speech processing and understanding language



## Telling a Story

When a story is told, not only are the language processing parts of the brain activated, but so are any other area of the brain that was used as we experienced the events in the story.



## Listening to a Story

When we hear a story being told, we subconsciously relate it to our own experiences.

Insula: As we search for a similar experience in our brains, we activate the insula, which helps us relate to that same experience and emotions.

“ Stories are powerful because they transport us into other people’s worlds, but in doing so they change the way our brains work and potentially change our brain’s chemistry.

## > Dopamine Release

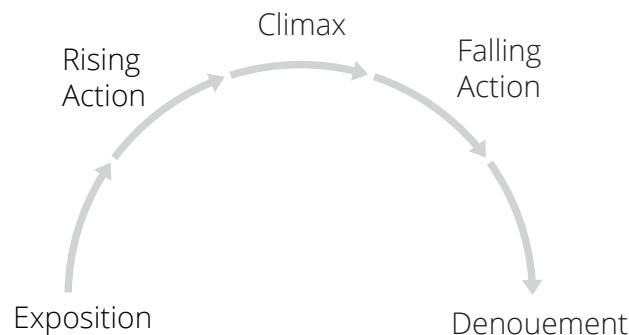
When dopamine is released in the brain, it aids in an elaborate learning system that rewards us with pleasure when we follow the emotionally charged events in a story.

## > Cortisol Release

When cortisol is released in the brain, it helps us to focus our attention on something important. It is released when something warrants our attention.

## > Oxytocin Release

When oxytocin is released in the brain, it promotes prosocial, empathic behavior. According to story scientists, it enables us to identify with the protagonist in a story.



## Universal Story Structure

An effective story captures the attention and causes tension. Structuring the story based on the dramatic arc can help to activate the release of these chemicals. That’s what it means to be a social creature - to connect and care about others. A dramatic story does this.

# Creating a Sense of Belonging

Creating a sense of belonging within the Greater Yellowstone Ecosystem connects people to the land. A feeling of belonging to a group and cause can elicit an emotional attachment to a place and inspire people to protect the environment in which they exist.



Self Actualization  
 Self Esteem  
 Sense of Belonging  
 Safety needs  
 Physiological needs

## Maslow's Hierarchy of Needs

Within Maslow's Hierarchy of Needs is a sense of belonging. The need for interpersonal connection and relationships often motivates behavior. Affiliation, or being part of a group, can influence action and impressions.

## Sense of Place

A sense of place indicates people's subjective perceptions of their environments and their more or less conscious feelings about those environments. A sense of place is inevitably linked to nature, involving both an interpretive perspective on the environment and an emotional reaction to the environment.

## Relationship to Place

Relationship	Type of Bond	Process
Biographical	Historical & familial	Born in and living in a place
Spiritual	Emotional & Intangible	Feeling a sense of belonging
Ideological	Moral & Ethical	Living according to a moral code of conduct for human responsibility to place
Narrative	Mythical	Learning about a place through stories
Commodified	Choice & Desire	Choosing a place based off desire and lifestyle
Dependent	Material	Constrained by lack of choice, dependency, and economic opportunity

# Place Attachment

Place attachment defines the authentic and emotional bond between human and place. Places become meaningful to the individual from personally important experiences, such as realizations, milestones, and experiences of personal growth. The meaning of place becomes symbolic to a group when members attach to areas wherein they may practice, thus preserve, their cultures.

## Tripartite Model of Place Attachment

<b>Person</b> Who is attached?	Individual	Experience, realizations, & milestones
	Cultural/Group	Religion & history
<b>Process</b> How are affect, cognition, and behavior manifested in the attachment?	Affect	Happiness, pride, & love
	Cognition	Memory, knowledge, schemas, & meaning
	Behavior	Proximity - Maintaining & reconstruction of place
<b>Place</b> What is the attachment to and what is the nature of this place?	Social	Social Arena & social symbol
	Physical	Natural & built

# Transitional Object

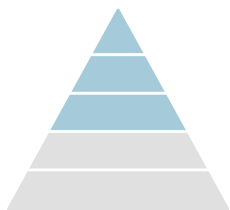
A transitional object is one in which we attribute value and imprint emotion and feeling. This object reminds us of an experience, consciousness, or important connection. A transitional object often functions to soothe the owner from detachment. Providing a transitional object within this ecosystem will function as a constant reminder to the user of their consciousness about and connection to nature and a provides nonverbal communication signal of support.

“ The way we pose affects not just the way others see us, but the way we see ourselves. To quote her, "our bodies can change our minds, and our minds can change our behavior, and our behavior can change our outcomes.

Amy Cuddy

## Physical Attachment

Transitional objects are rooted in our earliest childhood development as a way to cope with physical separation from the mother. As we transition into adulthood the absorption of physical objects into our self-identity goes far beyond being just a metaphor. Our objects become placeholders for our memories, relationships and travels.



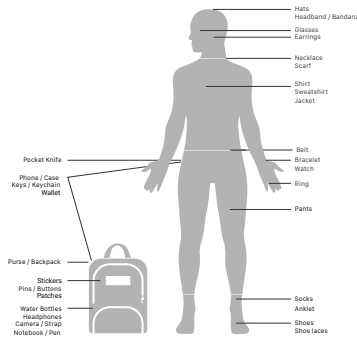
Self Actualization  
Self Esteem  
Sense of Belonging  
Safety needs  
Physiological needs

### Maslow's Hierarchy of Needs

A transitional object, or attachment to such, pertains to our higher needs including psychological and self-fulfillment needs. The adornment of jewelry becomes a physical and emotional extension of ourselves.

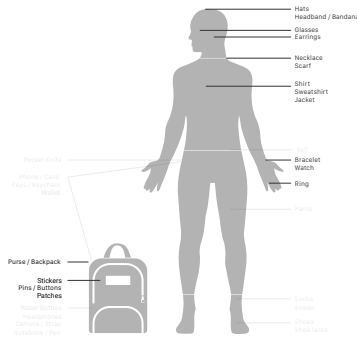
# Visual Audit

To understand what humans often have on their person. Specific filters were used to narrow down selected items based on visual ability, commonality, and social context.



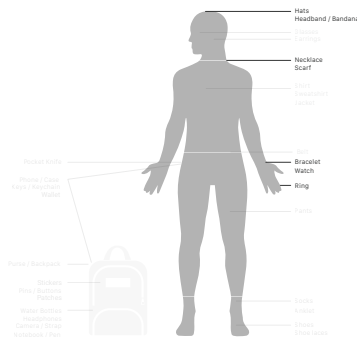
## Full Visual Audit

Initial goals include creation of a physical product that can be worn or kept with the person at all times, visible to the naked eye, and maintain a commonality among a diverse population.



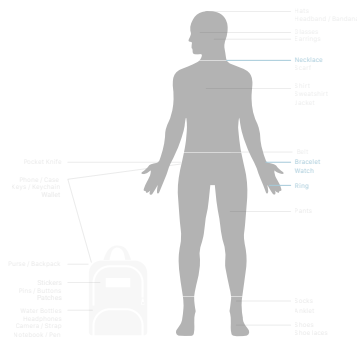
## Visual Communication

With an emphasis on community and creating a sense of belonging, this product will act as a visual indicator of support and union. The ability to be able to see the object with the naked eye creates a sense of attachment and allows open communication and interaction between people within the community.



## Commonality

Because we are trying to unite a diverse population, the object should be inclusive of all. Additionally, it should not have attachment with another object or rely on something else for use of carry, storage, etc.



## Societal Expectations

This object should be relatable no matter what the season. That means that change in attire or clothing based on seasons would only allow visibility of the object at certain times. Additionally, social situations such as work should not influence use of this object. Ideally, the object will be all inclusive and able to be worn at all times. This is why we chose a bracelet.

# Market Landscape

There is precedents for jewelry companies who have partnered with non-profits in order to raise funds for causes that are important to them. Using an online market place as well as in store sales, these companies have raised millions of dollars for charities around the globe.

## > Lokai

Launched in 2013, Lokai is a beaded silicone bracelet which contains one bead filled with mud from the Dead Sea, the lowest place on earth, and one bead with water from Mount Everest, the highest place on earth. Metaphorically, the bracelet represents balance in life. Lokai promises to distribute 10% of its profits to a selection of different charities. The bracelets are \$18 each and have raised over \$4 million for charity as of 2016.



DONATIONS

**\$4 million**

donated to non-profits  
across the globe



CHARITIES

**20+ non-profit  
partners**

supported through design

## > Alex and Ani

Founded in 2004, Alex and Ani's original mission was to produce "bangle bracelets, necklaces, earrings and rings to adorn the body, enlighten the mind, and empower the spirit." In 2011 Alex and Ani launched its "Charity by Design program where 20% of sales go to charity. Coincidentally the company's revenue went from \$5 million in 2010 to \$500 million in 2016.



DONATIONS

**\$50 million**

donated to non-profits  
across the globe



CHARITIES

**50+ non-profit  
partners**

supported through design



# Analogous Business Models

This experience ecosystem can be translated into a modern retail sales and customer relationship. Online and offline retail sales are now codependent. This cycle, known as “omni-channel” retailing strays away from the traditional brick-and-mortar system. Brands as large as Amazon, Warby Parker, Bonobos, Birchbos, and Casper have embraced this model.



## Business Model Precedents

Nature has a profound impact on our brains and our behavior, from helping us to reduce anxiety and stress to increasing our attention capacity, creativity, and our ability to connect with other people. Preserving nature is in turn preserving ourselves.

### > For-profit Model

A business or other organization whose primary goal is making money (a profit).

### > Nonprofit Model

Dedicated to furthering a particular a particular social cause or advocating for a shared point of view. In economic terms, it is an organization that uses its surplus of revenues to further achieve it's ultimate objective, rather than distributing its income to the organization's shareholders, leaders, or members.

### > Hybrid Model

The hybrid business model strikes a balance between social mission and the commercial enterprise.

# Yellowstone Field Studio

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