

Internship (Earth 5R)

Article 1:

How does the article 'How Much Hotter is Your Hometown Than When You Were Born' show sustainable storytelling through interactive media?

The 2018 article by "The New York Times," "How Much Hotter Is Your Hometown Than When You Were Born?" showcases an effective method of sustainable storytelling through interactive media. It allows readers to input their birth year and hometown, creating a personalized graph that shows the rise in average temperatures over time. The visual presentation in form of the graph as well as the color-coded temperature globe, highlights the local effects of global climate change, making the issue more impactful. Alongside these visuals, the article provides explanations of the science behind climate change and its consequences.

This interactive feature also encourages readers to share their results on social media, thereby increasing awareness and encouraging conversations about climate change. By making complex data more relatable, promoting social engagement, and providing readers with practical information, the article effectively contributes to climate change awareness.

URL: <https://www.nytimes.com/interactive/2018/08/30/climate/how-much-hotter-is-your-hometown.html>

Article 2:

How does the article 'Planet or Plastic?' show sustainable storytelling through interactive media?

The article "Planet or Plastic?" by National Geographic is a great example of sustainable storytelling through interactive media. It uses powerful, lifelike images to show the seriousness of plastic pollution, making a strong and immediate impact on its audience. The use of videos adds another layer to the storytelling, showing real-world consequences and practical solutions to the problem. The website includes several embedded videos for this purpose, allowing viewers to see the effects of plastic pollution and the actions being taken to combat it.

The article provides a range of related links, presented in a slideshow format, which includes in-depth articles, scientific research, case studies, and expert interviews. These comprehensive resources give readers detailed insights into the issue. Practical

guides are also included, offering actionable steps to reduce plastic use and promote sustainable behaviors. By incorporating these interactive elements, National Geographic's "Planet or Plastic?" campaign educates the public about plastic pollution and encourages them to take action, effectively demonstrating the principles of sustainable storytelling.

URL: <https://www.nationalgeographic.com/environment/topic/planetorplastic#:~:text=Planet%20or%20Plastic%3F%20is%20National,your%20own%20single-use%20plastics.&text=One%20Stanley%20bottle%20helps%20the,But%20a%20whole%20collection%3F>

Article 3:

How does the case study 'The Outlaw Ocean' show sustainable storytelling through interactive media?

Ian Urbina's "The Outlaw Ocean" gives a detailed look at illegal fishing, human trafficking, slavery, environmental destruction, and the lack of regulation and enforcement on the high seas. The book uses investigative journalism to share the stories of environmental activists, maritime law enforcers, fishermen, and trafficked workers. It reveals the mostly unregulated world of the open ocean, showing the harsh side of global trade and its effects on people and the environment. The case study includes photos and quotes from those directly involved, helping readers understand the seriousness of the situation.

The project uses interactive media to enhance its storytelling. Maps trace the routes of illegal fishing vessels and highlight areas of frequent maritime crime, helping readers see the scale and location of the issues. The website links to social media accounts and offers donation links to support the cause. The project engages with its audience on social media, encouraging people to share content and raise awareness about the challenges. This method of storytelling aims to create lasting awareness and inspire change by using engaging and interactive media.

URL: <https://www.theoutlawocean.com/the-outlaw-ocean-by-ian-urbina/>

Article 4:

Journalists 'maintaining transparency' when reporting environmental issues:

Ensuring openness in environmental reporting is important but hard. Challenges include dealing with complex scientific data that is difficult to explain to the public. Journalists need to check if their sources are trustworthy. News outlets and reporters must reveal

any conflicts of interest, like funding from interested parties, which can affect how their reporting is seen.

In the article "Poison in the Air," ProPublica looks into the effects of harmful air pollution on communities in the United States. ProPublica includes a detailed section explaining how they collected and analyzed pollution data. This section explains where their data came from, the pollutants they studied, and the methods used to evaluate health risks. The article has interactive maps showing pollution levels in different areas, allowing readers to see how the data applies to their own communities. ProPublica also admits the limits of their analysis, such as the chance of missing some pollution levels and the difficulty of linking pollution directly to health problems. By sharing these uncertainties, ProPublica shows a commitment to honest and clear reporting.

URL: <https://www.propublica.org/article/toxmap-poison-in-the-air>

Article 5:

Journalists 'avoiding sensationalism' when reporting environmental issues:

Avoiding sensationalism in environmental reporting is important but challenging. Journalists often try to grab the audience's attention with eye-catching headlines, leading to exaggerated stories that misrepresent the issue. The fast-paced nature of the news cycle puts pressure on journalists to produce stories that get quick reactions, which can sometimes result in overstating the severity or impact of an issue. Sensationalism can mislead the public and diminish trust in the media.

The New York Times article "Climate Change Could Blow Up the Economy. Banks Aren't Ready." explores the potential economic risks of climate change. The article supports its claims with data and evidence from reliable sources like the International Monetary Fund and the Financial Stability Board. The language in the article is clear and precise, avoiding alarming terms and focusing on facts. The article also provides educational content and discusses efforts to tackle the issue. This approach gives readers a clear and accurate understanding of the potential economic effects of climate change. The article encourages informed public discussion by presenting the issue thoroughly without sensationalism.

URL: <https://www.nytimes.com/2020/01/23/business/climate-change-central-banks.html>

Article 6:

Journalists 'ensuring accurate information' when reporting environmental issues:

Ensuring accurate information in environmental reporting is essential for credibility and effective communication, but it presents several challenges. Journalists often need to interpret complex scientific studies and data, requiring them to understand the scientific concepts involved. Misinterpretations can lead to inaccurate reporting. There's also the risk of bias from journalists and sources with other interests. Reporters must carefully evaluate their sources to prevent the spread of misinformation.

The BBC News article "Final Call to save the world from 'climate catastrophe'" examines the findings of a significant report by the Intergovernmental Panel on Climate Change (IPCC). It emphasizes the urgent need for action to prevent catastrophic climate change. The article relies heavily on the IPCC report, a comprehensive source of climate science. Specific data from the report supports the article's claims while the journalist is analyzing climate change. The article also acknowledges the uncertainties and challenges in predicting future climate scenarios. It addresses the complexities of climate modeling and the range of possible outcomes. By using credible sources and informing readers of the limitations, this article shows how journalists ensure accurate information in environmental reporting.

URL: <https://www.bbc.com/news/science-environment-45775309>

Article 7:

How does the 'Lonely Whale Foundation' leverage social media platforms to support sustainable journalism by taking part in eco-friendly initiatives?

The #StopSucking campaign by the Lonely Whale Foundation is an eco-friendly initiative that focuses on reducing the use of disposable plastic straws to protect marine life and reduce plastic pollution. It encourages people and businesses to stop using plastic straws and switch to more sustainable options. The Lonely Whale Foundation uses social media platforms like 'X' (formerly known as Twitter) and YouTube to promote eco-friendly practices and engage the public. On 'X' and YouTube, they share informative threads and content that explain the harmful effects of plastic straws on the environment and offer tips for reducing plastic use.

User-generated content is essential to the success of the #StopSucking campaign. Social media platforms like Instagram and 'X' help spread the campaign's message

further and increase its impact. When people share their own stories and actions to reduce plastic waste, it adds authenticity and trust to the campaign. This brings diverse perspectives and encourages more people to participate. This campaign shows how media organizations can use social media to support sustainable journalism and eco-friendly efforts. By involving the public and encouraging them to share their experiences, the #StopSucking campaign effectively raises awareness and promotes positive change for a cleaner environment.

URL (to the campaign's official page): <https://www.strawlessocean.lonelywhale.org/>

URL (to their YouTube channel): <https://www.youtube.com/hashtag/stopsucking>

URL (to their Twitter page): <https://x.com/lonelywhale/status/984127231797542912?lang=en>

Article 8:

How does the 'Fashion Revolution' leverage social media platforms to support sustainable journalism by promoting ethical sourcing?

The 'Fashion Revolution' supports sustainable journalism by advocating for ethical sourcing. One impactful social media campaign focused on ethical sourcing is Fashion Revolution "Who Made My Clothes?" campaign. This global movement started after the 2013 Rana Plaza factory collapse in Bangladesh and aims to promote transparency, sustainability, and ethical practices in the fashion industry. Fashion Revolution uses social media to raise awareness about ethical sourcing, encouraging brands and consumers to recognize the real cost of fashion and the people who make the products.

Fashion Revolution uses various social media platforms to promote ethical sourcing. On Instagram, they share powerful images and stories from garment workers. Pictures of workers holding signs that say "I Made Your Clothes" help humanize the supply chain and highlight the often unseen people involved in making clothes. On Facebook, they post articles, videos, and infographics to educate followers about the problems with fast fashion and the benefits of ethical sourcing. They also create short documentaries and videos featuring garment workers' stories and the importance of ethical sourcing, which are shared on YouTube to inform and inspire viewers. By building a sense of community and encouraging people to share their experiences, Fashion Revolution increases its impact and encourages positive change toward a more ethical and sustainable future.

URL (to their official website): <https://www.fashionrevolution.org/tag/who-made-my-clothes/>

URL (to their FaceBook page): <https://www.facebook.com/fashionrevolution.org/>

URL (to one of their YouTube videos): <https://www.youtube.com/watch?v=cKr139ylzO8>

Article 9:

How does the 'Waste and Resources Action Programme' in the UK leverage social media platforms to support sustainable journalism by promoting sustainable practices?

The "Love Food Hate Waste" campaign, created by the Waste and Resources Action Programme (WRAP) in the UK, aims to reduce food waste and encourage sustainable habits through social media. The campaign uses Instagram to share images and videos that show ways to cut down on food waste. This includes meal planning, portion control, and creative ways to use leftovers. These visual posts quickly grab attention and communicate messages. On Twitter, the campaign shares short tips and facts about reducing food waste. They also host chats and Q&A sessions with experts. This lets followers ask for advice and learn interactively.

The campaign makes educational videos with practical tips for reducing food waste. These videos show proper food storage and inventive cooking ideas. They are shared on YouTube to reach a larger audience. "Love Food Hate Waste" effectively uses social media to promote sustainable practices. They engage the public through visual content, interactive posts, and user-generated content. The campaign raises awareness about the importance of reducing food waste. It also provides practical solutions. By building a community and encouraging people to share their experiences, "Love Food Hate Waste" increases its reach and impact. It inspires positive change for a more sustainable future.

URL (to their official website):

<https://www.wrap.ngo/taking-action/citizen-behaviour-change/love-food-hate-waste>

URL (to their YouTube channel): <https://www.youtube.com/watch?v=oSJcOYi62C0>

URL (to their Instagram account): https://www.instagram.com/lfhw_uk/?hl=en

URL (to their Twitter page): https://x.com/LFHW_UK

Article 10:

How does a freshly cooked homemade meal encourage people to reduce their consumption of packaged foods thereby minimizing waste?

Enjoying a freshly cooked meal (which I did right after this photo was taken) can inspire people to cut down on packaged foods and reduce waste. Home-cooked meals often taste better and are healthier than prepackaged ones which can contain preservatives.

Cooking from scratch helps with portion control, which means less food waste and also encourages creativity. Therefore, people choosing fresh ingredients over processed foods not only reduces waste but also supports a more sustainable lifestyle.

Article 11:

What are some of the sustainable products and brands available in India?

Good Earth is a well-known luxury lifestyle brand in India, recognized for its commitment to sustainability and eco-friendly practices. They offer a variety of products, including handcrafted home decor like ceramics, textiles, and furniture. Their fashion line features ethically made clothing, accessories, and jewelry. The brand also provides lifestyle items such as sustainable tableware, bedding, and wellness products. Good Earth supports traditional Indian crafts and artisans, using natural materials like cotton, linen, and clay, which helps reduce the use of synthetic materials.

My mother is a big fan of Good Earth and often buys tableware because it focuses on sustainability and beautiful designs. I share her appreciation for the brand and highly recommend visiting their stores. Their collections will inspire and impress anyone who values quality and responsible sourcing.

URL: https://www.goodearth.in/category_landing/living_26/

Article 12:

What are some of the sustainable products and brands available in India?

'Bamboo India' is a brand dedicated to offering sustainable alternatives to everyday items by using bamboo, a resource that renews quickly. Their products include bamboo toothbrushes, combs, notebooks, water bottles, razors, and tongue cleaners made from bamboo and other biodegradable materials. Bamboo India aims to reduce plastic waste by replacing plastic with bamboo in daily-use products. Their items are designed to be biodegradable, minimizing environmental harm when discarded. Bamboo grows fast, requires less water, and doesn't need pesticides, making it a very sustainable choice.

My sister, who is passionate about environmental sustainability, introduced me to Bamboo India by buying their bamboo toothbrushes. Eventually, my whole family switched to using them. I didn't find much difference between using a bamboo toothbrush and a plastic one, aside from the material. Therefore, the switch was easy

and convenient, and I encourage you to take small steps like this to help protect the environment.

URL: <https://bambooindia.com/>

Article 13:

What are some of the sustainable products and brands available in India?

Anokhi is a sustainable fashion brand known for its dedication to traditional Indian crafts and environmentally friendly practices. They offer handcrafted clothing made from natural materials like cotton and silk, along with scarves, bags, and other accessories. Their home textiles include bed linens, cushions, and tablecloths featuring traditional block prints. Anokhi supports artisans through hand-block printing techniques and uses natural fabrics and eco-friendly dyes, ensuring that their products are both beautiful and not damaging to the environment.

We recently moved to a new house, and my mother made sure that every bedroom was decorated with home textiles from Anokhi. The brand's materials and block printing techniques create a cozy atmosphere and reflect our cultural heritage, avoiding a very modern look. I particularly enjoy their cotton nightwear, which is comfortable for sleeping and lounging. Anokhi is a brand I would recommend for its blend of sustainability and cultural richness.

URL: <https://www.anokhi.com/>

Article 14:

What are some of the sustainable products and brands available in India?

Every Indian is familiar with the importance of 'religion' in this country. Therefore, this brand was an interesting discovery and has left me in awe of their genius sustainability idea. 'Phool' is an environmentally conscious brand that repurposes floral waste from temples into eco-friendly products, helping to protect the environment. Their products include incense sticks and mosquito repellent made from reused flower petals, free from harmful chemicals and biodegradable floral foam as a substitute for plastic-based foam. Phool collects flower waste from temples, preventing it from polluting rivers and turning it into practical goods. Their incense sticks offer a healthier and more natural option. The brand also empowers rural women by providing them with jobs and improving their quality of life.

My family is deeply religious, and we have a small temple in our home where we perform daily prayers. We use a lot of incense sticks, and after discovering Phool, we decided to switch to their sustainable incense sticks. We are very happy with the change; the fragrance from these sticks fills our entire house, making our mornings pleasantly refreshing.

URL: <https://shorturl.at/vOHPn>

Article 15:

What outdoor plants are ideal for a “green home”, and how do they enhance air quality?

Plants in outdoor spaces are vital for creating a sustainable home environment by enhancing air quality and promoting biodiversity. Trees such as Neem, Tulsi, and Areca Palm are particularly good at absorbing harmful substances like carbon dioxide, sulfur dioxide, and nitrogen oxides. The Neem tree excels at filtering dust and pollutants while also having antibacterial properties. Tulsi, revered as a sacred plant in many households, emits oxygen throughout the day, unlike most plants, which helps keep the air fresh and rich in oxygen.

In addition, planting shrubs like Hibiscus and Jasmine can attract pollinators such as bees and butterflies, which supports a healthy ecosystem. Apart from their ecological advantages, these plants can also serve as a natural barrier against noise pollution and help cool the environment, lowering the temperature around the home. By strategically placing them near windows or along pathways, these benefits can be enhanced, making outdoor greenery an important element in cultivating an eco-friendly and breathable living space.

Article 16:

How can indoor plants contribute to improving air quality in a “green home”?

Indoor plants are a great way to enhance the air quality in a house while adding an aesthetic touch. Popular indoor plants like Snake Plant, Peace Lily, and Spider Plant are known for their ability to filter harmful pollutants like formaldehyde, benzene, and carbon monoxide from the air. These plants absorb these toxins through their leaves, purifying the air and releasing oxygen. The Peace Lily, for example, can boost indoor humidity, making it ideal for dry climates or air-conditioned homes. Plants like the Aloe Vera offer the dual benefits of air purification and medicinal uses for soothing skin irritations.

Caring for indoor plants is relatively simple, as most require minimal water and indirect sunlight. Placing them on the window sills or on well-lit corners can ensure optimal growth. Their presence also promotes mental well-being by reducing stress levels, enhancing productivity, and fostering a calming environment. Therefore, introducing indoor plants into the house not only contributes to better air quality but also helps create a space that promotes overall well-being.

Article 17,18,19:

How can repurposing everyday household items contribute to environmental sustainability and reduce waste?

Using everyday items in new ways can help reduce waste and benefit the environment. In our home, we turned old bedsheets into reusable grocery bags. This simple act not only kept these fabrics from going to the landfill but also helped us avoid using plastic bags. In this article, I will discuss three common items—glass jars, old clothes, and cardboard boxes—that you can easily repurpose. This practice has positive effects on both the environment and our daily lives.

Glass jars are very useful and can be reused at home. After using a jar of jam or pickles, don't throw it away. It can be used as storage for spices, grains, or leftovers. They are also ideal for organizing small household items like sewing supplies or stationery and can be turned into decorative pieces with a bit of creativity, such as adding paint or ribbons. A big benefit of reusing glass jars is that it reduces the need for plastic containers. Plastic is not biodegradable and adds to landfill waste whereas glass is a sustainable material that can be recycled indefinitely.

There are many methods to recycle old clothing instead of throwing it away. For example, cotton T-shirts work well as cleaning rags, negating the need for synthetic or throwaway wipes. Old clothing can be made into patchwork blankets or quilts, offering an outlet for creativity in addition to their practical use. Reusing old clothing helps keep textiles out of landfills, where their slow decomposition releases methane emissions.

There are several ways to repurpose cardboard boxes, which are usually thrown away after receiving deliveries. Books, clothing, and seasonal decorations can all be conveniently stored in these boxes. Children can be entertained for hours by repurposing smaller boxes to make playhouses or toys.

Reusing and repurposing common household items like glass jars, old clothes, and cardboard boxes not only reduces waste but also saves money and conserves

resources. By embracing these sustainable habits, individuals contribute to a healthier planet and make a positive difference in everyday life. Simple actions like repurposing can collectively lead to significant environmental benefits, encouraging more mindful consumption and waste reduction.

Article 20:

How does adopting eco-friendly modes of transportation reduce carbon footprint and contribute to a sustainable lifestyle?

Walking and cycling are two of the greenest and most sustainable ways to commute. They produce zero emissions and have the added benefit of improving personal health by promoting physical activity. Walking and cycling are also ideal for short-distance travel and offer the chance to reduce congestion on the road. Carpooling is another eco-friendly solution that allows multiple people to share a ride, which reduces the number of vehicles on the road. Fewer cars mean lower traffic congestion, less fuel consumption, and reduced pollution per person. In areas where carpooling is popular, the collective reduction in carbon emissions can be significant.

Public transportation is also a key to reducing carbon footprints. Buses, trains, and metros can carry large numbers of passengers at once, making them more efficient than private vehicles when it comes to fuel use. Public transport is also usually more affordable than maintaining a personal vehicle, making it an economical option as well.

Switching to eco-friendly modes of transportation helps improve air quality and reduces the negative environmental effects of fossil fuel use. Adopting greener transportation contributes to lowering global warming impacts and supports efforts to combat climate change. Every small step taken toward walking, cycling, carpooling, or public transport makes a difference. As more people embrace these choices in daily commutes, the collective impact can greatly reduce carbon footprints, helping to protect the environment.