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Humans can be either a blessing or curse to earth. Which one are you going to pick?

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The most recent ban of plastic straws by the Queensland government must have been a pleasant news to hear for our mother Earth. Big organisations are taking more and more actions to promote sustainability and even mark it as part of their brand identity. Us

humans are finally taking note of how destructive and damaging we have been to Earth as being one of the most intelligent creature on this planet. I feel like all our intelligent brain cells should have known better, right?

Human civilisation thrives off from the nutritious natural resources from nature for many years now. Initially, it was the friendly farming, growing crops to survive and exchange produce with your neighbours. Then, industrialisation took off and toxic gas were being released like there is no tomorrow, metaphorically and literally. Ships and planes are also taking off and sending humans and goods across the globe thanks to the fossil fuels. First-world country humans are flourishing with the help of technological advancement and greenhouse gas emissions.

You and I are both participants in a vicious cycle. A cycle of being aware of the damages we are causing to the environment yet needing the natural resources to sustain our modern life. Without the fossil fuels, we will not be able to go to work and make money. Without the digits in our bank accounts, we cannot buy food nor pay for bills. Without redox reactions, we cannot access the internet. Without the virtual platforms, the whole world pauses. All of the activities above are the major cause of climate change yet without them, our lives collapse. We are basically stuck. Climate change is a wicked problem.

Such urgency has woken up many millennials and gen Z that it is time to make a change. A silver lining appears on social media as climate activists use the internet to try and combat climate change, ironically. Instead of the endless scrolling on social media, we now can learn about our dying planet and how we can help. Climate activists are all over the internet, some promotes sustainable living, some are like Alice Aedy.

Alice Aedy is an Instagram influencer, filmmaker, photo-journalist, feminism and climate activist and many more. She documents all types of humanitarian issues around the globe. She always puts herself in the most pressing crisis just so us first-world humans can experience the surface level of the tremendous suffering and pain through the smartphone screens. She lets us see the rawest side of humankind; the corrupted corporates and the beauty of indigenous culture. She always has something extraordinary to showcase. She allows us city rats to understand that there are so much more to worry about than just owning the latest iPhone or what clothes to wear tomorrow. We can see the rawest side of world through her lens. Her content cannot be found anywhere else. This is the influence of Alice Aedy, on the internet to the world.

Before Alice Aedy, I only knew that climate change was caused by our excessive use and wastage of plastics and the CO2 from factories and cars. This idea of climate change stemmed from big news channels I could reach where they only talked about local news and the economy. Big corporates were no mention on global warming. I thought the simple act of separating recycles and general waste was enough to save the earth. Until

Aedy reported the Australian bush-fire in 2019, I found her Instagram account. She opened the world to me. I have learnt how important the indigenous communities are to the environment. I have also discovered that big corporates (no name and shame here) are one of the big causes of climate change. Aedy taught me how vital it is for humanity to unit and combat global warming. She inspired me. She ignites the passion inside me to fight for climate justice.

Outside of her own persona on Instagram, Aedy is a co-founder of a studio called earthrise studio. Earthrise studio combats climate change through graphic design and collaborations with other climate activists and indigenous leaders. You can find Aedy interviewing academics and climate activists on Instagram, as well as on their official website. Aedy holds a show on earthrise studio called Mother Nature and one of my favourite interview is with Antoinette Vermilye. Just like Aedy, Vermilye is a climate activist and feminist. They talked about how two these social issues are interconnected and how they can change the world. This interview opened my eyes to my nihilistic worldview.

Earthrise studio's most recent collaboration is with UK Penguin Books. Earthrise and UK Penguin books released 20 short books on green ideas. This series of books explores all type of green ideas by environmental writers and thinkers and how they change our perception of the world.

Other than the rich and fruitful content, the graphic design and communication method are another feature that need to be mentioned. The curated content and chosen graphic design make it easy for so-

cial media audience to digest such heavy news. Vibrant colour paires with simple yet well thought out layout captures the audience's short-span of attention. The style of communication and language has been considerably selected to be suitable for their target audience, which is millennials and gen Z.

We are the future of this earth. Alice Aedy should be this generation's favourite social media influencer. She woke me up from our first-world problems, and now they are no longer problems. Aedy showed me the power of indigenous people around the world. Their resourcefulness is something we can learn from. Aedy also showed me that feminism impacts not only females, but the nature too.

Everyone needs an Alice Aedy on their Instagram feed. Earthrise studio should be your new news-feed. No churning, no bs news, only earthy news. There is always something new that we can learn and grow from.