



ECO INNOVATION FILM

VIDEO TRANSCRIPT

Lotte Beekenkamp:

00.02-00.22

Lots of people think that rewilding is all about planting trees but it's actually much more than that because rewilding focuses a lot more on the ecosystem as a whole so it helps the ecosystem strengthen by having not just lots of different trees but all sorts of species which will mean that animals can thrive and communities can thrive.

Andrew Scott:

00.23 – 00.38

The Eco innovation challenge was an initiative launched late last year aiming to bring together people across Accenture to have as many useful ideas in terms of promoting change and innovation within the ecology space.

Lotte Beekenkamp:

00.39 – 1.00

Reimagine Rewild is a mobile app that leverages augmented reality to bring to life the opportunity for rewilding. It allows the user to reimagine what their environment could look like if we allowed nature to reclaim it. It's also used as a platform for learning and for helping people to connect to rewilding opportunities and actions in their local environment.

Andrew Scott

1:02 – 1.15

The application works using the camera on your phone and kinda look through that so it shows you the picture of what it can see but then we superimpose on top of that what a rewilded landscape might look like.

1.16 – 1.38

We chose to use augmented reality because in working with our partners we realised that there was a bit of a problem that they had. They're trying to do all of this rewilding and there is a lot of support for it but outside of those people who already support it, how do we bring more people on? And the partners were really struggling with that because they didn't have a way to visualise what it might look like for people.

Lotte Beekenkamp

1.39 - 1.53

It meant that we had to bring subject matter experts from across the business together. So it was really people from the augmented reality and virtual reality practice, as well as people from marketing and communications and from the more technology and data side.

Andrew Scott

1.56 – 2.14

Personal highlight was probably using the first beta version of the application and walking out into the garden and realising that I was in a rewilded environment with trees and ferns and all kinds of stuff just growing around me and that it was working. It was just a really satisfying moment.

Lotte Beekenkamp

2.15 – 2.24

I've really been able to use the innovation skills I've built over the last two years of working with Accenture and applying them to cause that's actually really close to my heart.

Andrew Scott

2.25 – 2.42

ReImagine ReWild and the Eco Innovation challenge sort of highlight how Accenture sees the future of working in ecological and sustainable ways and how we want to build on our own internal experiences to take out to our customers in the future.

Copyright © 2021 Accenture
All rights reserved.

Accenture, its logo, and High Performance Delivered are trademarks of Accenture.