Nomination 4 Highflyer Award 2024

'Asking ChatGPT to Create a Vacancy for Clothing Workers in Bangladesh or China' + 'Reminder About Inditex' | Schone Kleren Campagne

While many campaigns fail due to a lack of context, explanation, and information, there are also plenty of excellent explainers, animations, and clarifications that derive their strength from these very elements. Various platforms are utilized for such campaigns, and these platforms themselves often become part of the conversation.

For instance, the Schone Kleren Campagne (Clean Clothes Campaign, SKC) asked ChatGPT to draft a (fictitious) job posting for garment workers in Bangladesh and China. Spoiler alert: ChatGPT refused the request, citing that such a text would cross a moral boundary. This refusal is a gift to anyone aiming to highlight the deeply problematic nature of the clothing industry – a gift that SKC aptly unwrapped and presented.

Another video where technology played a central role came from RNW Media, advocating for an inclusive and equitable internet. RNW Media listed five reasons to pursue what they term a feminist, and therefore inclusive, internet: (1) eliminating online aggression and harassment; (2) ensuring equal access to the internet; (3) making the internet accessible to marginalized groups, such as people with disabilities; (4) amplifying the voices of marginalized communities, and (5) guaranteeing freedom of expression for everyone.

Such concise and versatile interventions, like those from SKC and RNW Media, demonstrate that even with limited time and resources, a sharp narrative can be effectively delivered. While many campaigns lose context and use 'we only have a few seconds' as an excuse, these videos manage to be clear, balanced, and nuanced.

Another excellent platform for quick, visually engaging explainers is the slideshow format on LinkedIn and Instagram. For example, Oxfam Novib's series under titles like 'Explainer' and 'How It Works' on LinkedIn provide accessible and vital explanations on topics like the Middle East, migration, land and forest use, mining, climate change, and inequality. (As an aside, Oxfam, your campaign 'Give Equality as a Gift!' – seen here and here – did come close to earning a Fly in the Eye special mention from us).

Similarly, SKC created explainers tailored for Instagram, which arguably attracts more fashion enthusiasts than LinkedIn. Their critique of clothing giant Inditex (Zara, Bershka, Pull & Bear) was an unflinching condemnation of the climate crisis fueled by fast fashion companies. With so many clever explainers across platforms, choosing favorites was challenging. However, SKC stood out twice for its impactful interventions, earning them a well-deserved nomination.