



REIMAGINE, REWILD – 2021 ECO INNOVATION CHALLENGE WINNER

VIDEO TRANSCRIPT

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

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.

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

The application works using the camera on your phone and kind of look through that. So it shows you the picture of what it can see. But then we superimpose on top of that what rewild it landscape might look like.

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

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

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

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

Reimagine Rewild and the Eco innovation challenge just sort of highlights 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 to our customers in the future.

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