

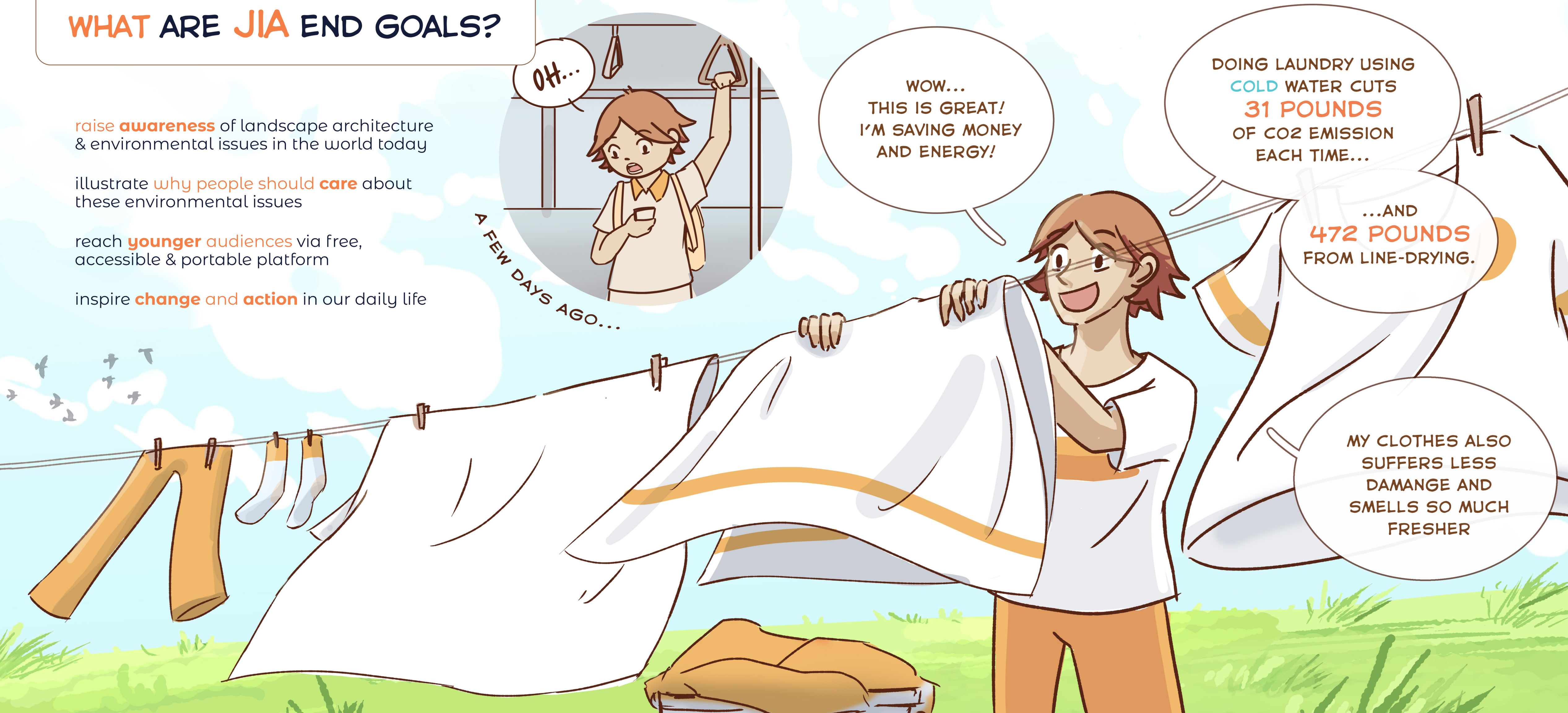
WHAT ARE JIA END GOALS?

raise **awareness** of landscape architecture & environmental issues in the world today

illustrate **why people should care** about these environmental issues

reach **younger audiences** via free, accessible & portable platform

inspire **change and action** in our daily life



Oh...

A FEW DAYS AGO...

WOW...
THIS IS GREAT!
I'M SAVING MONEY
AND ENERGY!

DOING LAUNDRY USING
COLD WATER CUTS
31 POUNDS
OF CO2 EMISSION
EACH TIME...

...AND
472 POUNDS
FROM LINE-DRYING.

MY CLOTHES ALSO
SUFFERS LESS
DAMANGE AND
SMELLS SO MUCH
FRESHER