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**Greenpop**

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## Have you #GotBush this Arbor Month?

1-30 September 2017

This Arbor Month, it's not only about trees... Greenpop has got bush. And so should you.

After putting 80 000 trees in the ground over the last 7 years, environmental NGO Greenpop is branching out. In response to Cape Town's severe drought and looming water crisis, they are expanding their urban greening projects to include indigenous water-wise plants such as fynbos and renosterveld.

To celebrate this shift, raise awareness and encourage donations, Greenpop has released its latest campaign: "Got Bush?" This cheeky campaign (modelled after their viral 2016 "Got Wood?" campaign) features 18 influential South African women posing *nearly nude* to highlight the various social and environmental benefits of planting indigenous species. While Greenpop is going indigenous in South Africa, the lessons of this campaign ring true around the world.

The ultimate goal of this campaign is to raise R150,000 by 31 October 2017. This would allow Greenpop to start planting beautiful water-wise gardens and running water conservation workshops at under-resourced schools across Cape Town.

### **THE PHOTOGRAPHER**

All of the images in this campaign were shot by renowned photographer Sarah Isaacs on the beautiful grounds of Silvermist Estate. Sarah specialises in empowered women's portraiture.

### **THE ORGANIZATION**

Greenpop is an award-winning social enterprise on a mission to (re)connect people with the planet - and have fun doing it! They plant trees and indigenous plants through urban greening and reforestation projects, spread environmental awareness, and activate people through green festivals and workshops. Greenpop was founded in 2010 and has since planted over 80,000 trees at schools and other urban sites as well as forests and farms across South Africa, Zambia and Tanzania.

### **FEMALE NUDITY: A STATEMENT OF INTENT AND ACKNOWLEDGEMENT**

At Greenpop, we identify as feminists. Our staff is made up of predominantly women, we work with powerful female environmentalists from every segment of society on a daily basis and we are committed to providing equal, empowering and inspiring environmental education to everyone that we work with. From this position, we would like to acknowledge the following with regards to our 2017 Got Bush? campaign.

### **Bodies, Nakedness, Gender and Agency**

We acknowledge that when naked bodies - especially female naked bodies - are used in ad campaigns, there is certainly the chance that it could be interpreted as exploitative; naked bodies are too often used in objectifying ways to titillate for economic ends. However, we feel that it is not the nakedness that is inherently oppressive; bodies can be read as scandalous, or they can be tools of agency and power.

Within the Got Bush? campaign, women are not passive, nameless, hired objects; they are the protagonists of their own stories. These women are all powerful members of their communities. They are business owners, activists and artists. Most importantly, they have chosen to use their names, their influence and their bodies in a way they see fit to speak out for this environmental cause that they believe in. In this case, not only are these women celebrating their own bodies and standing their ground - they are subverting objectification by doing so.

### **Femininity and Nature**

We acknowledge that women's bodies are often sites of dictated femininity: a "natural" view of womanhood that provides unending (and exhausting!) sustenance and nurturing. Certainly, this assumption is problematic because of the expectations it places on womxn.

However, within the Got Bush? campaign, the metaphor of female-bodies-as-nature takes a subversive form. Rather than demanding stereotypically manicured, wholesome and "perfect" femininity, it provides support for both womxn and local flora to shine as they are. Got bush? deliberately plays on notions of nakedness, respectability, and even body hair. By doing so, Greenpop drives home its point about indigenous, natural beauty being something to celebrate, in the same way that local fauna is the way forward.

### **Diversity, Representation and Notions of Beauty**

We acknowledge that campaigns that make use of nakedness to titillate often include only one kind of body - thinness, whiteness, and youth are heralded as "true" beauty.

That's why, in a further subversion of the norm, Got Bush? strengthens its message by representing womxn of multiple sizes, races and ages. We believe that beauty is about more than a one-dimensional image - it's about a range of different looks, but more importantly, it's about being a voice for a cause in which you believe.

## **WEBSITE & SOCIAL MEDIA DETAILS**

Website: [www.greenpop.org](http://www.greenpop.org)

Facebook: [www.facebook.com/GreenpopTreevolution](http://www.facebook.com/GreenpopTreevolution)

Twitter: @GreenpopSA

Instagram: @GreenpopSA

Youtube: [www.youtube.com/user/GreenpopTreevolution](http://www.youtube.com/user/GreenpopTreevolution)

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