#InMyShoes - A VIRTUAL REALITY JOURNEY THROUGH FLORIDA´S NATURAL WONDERS

Inmersive Education for Nature-Based Climate Solutions

Partner: VoLo Foundation | Platform: VR Experience + Statewide Activations | Location: Florida

THE CHALLENGE

VoLo Foundation was looking for a creative and impactful way to engage Floridians on the urgency of protecting their natural environment - beyond the traditional environmental base. They needed a tool that could reach broad audiences, spark emotional connection, and build support for nature-based solutions in the face of climate threats like sea-level rise, water pollution, and habitat loss. The challenge: How to activate public awareness and advocacy through a medium that truly connects.

OUR APPROACH

We partnered with VoLo Foundation to launch #InMyShoes, an immersive VR experience that placed participants in the middle of Florida's most breathtaking, and threatened, ecosystems: the Florida Keys, the natural springs, and the Everglades.

- Created three VR capsules guided by influencers sharing personal perspectives on Florida's ecosystems.
- Embedded interactive learning tools that introduced participants to the science and solutions behind ecosystem protection.
- Designed the experience to engage Floridians from all walks of life, especially those not traditionally reached by climate campaigns.
- Built a statewide distribution strategy through partnerships with cultural institutions, universities, museums, and community groups.

RESULTS

4,500+ in-person participants engaged through statewide activations.

2,956 visitors accessed the online platform to continue learning.

620 individuals took the pledge to protect what they love about Florida.

One event at the FL capitol in Tallahassee engaged over **40** elected officials.

Featured at **10+** major venues including The Frost Museum, The Florida Aquarium, Art Basel Miami, Climate Correction in Orlando, Aspen Ideas: Climate, Healthy Little Havana, FIU, Miami Dade College, and more.

WHY IT WORKED

#InMyShoes transformed education into an emotional experience. It made the science of climate change personal by showing what's at stake, and what can be protected when we act together. It reached inland communities not regularly exposed to Florida's ecosystems, expanding the environmental conversation beyond coastlines and into the everyday lives of residents across the state. For VoLo Foundation, it was more than awareness; it was a way to demonstrate that immersive storytelling can shift mindsets, generate public support, and bring climate solutions to the forefront in a way that feels local, relevant, and inspiring.

"Because the more we feel it, the more we fight for it."