



Step-by-Step Guide to Creating an Environmental Campaign

1. Choose the Type of Your Campaign

- **Objective:** Decide on the format in which to present your campaign.
- **Options:**
 - TikTok video/Short documentary/Poster or series of posters

2. Select a Campaign Name

- **Objective:** Come up with a catchy, memorable name for your campaign.

3. Choose a Theme to Defend

- **Objective:** Identify a specific environmental issue or cause to address.
- **Options:**
 - Pollution reduction/Plastic-free living/Wildlife conservation/Climate change awareness/Renewable energy...

4. Observation Phase (Workshops/Field Trips)

- **Objective:** Conduct environmental observations and workshops to gather real-world insights for the campaign.
- **Options:**
 - Take **photos** and **short videos** documenting what you see and the impact on the environment. Each group must capture one key photo that best expresses their campaign's environmental message. This image will become a central part of your campaign.

5. Choose a Slogan

- **Objective:** Create a powerful, short slogan for your campaign.

6. Gather All the Material

Thursday/9-10

- **Objective:** Compile all the campaign materials you've created.
- **Task:**
 - Assemble your photos, videos, slogans, and chosen campaign name.
 - Organize them into your final chosen format (TikTok, short video, poster, etc.).
 - Ensure that everything reflects the message you want to share, is engaging, and visually appealing.

7. Final Presentation

Friday/10-11