



GOING PUBLIC!

In this activity, learners analyse visual messages of environmental campaigns and gain insights into how visual means are constructed to influence behaviour and decision making. Furthermore, they design and organise their own awareness-raising campaign or event in their municipality, school or local beach, etc.

SUBJECTS

Environmental Studies, Language, Arts

LEARNERS' AGE

10-15 yrs

DURATION

1 month

OBJECTIVES

- To analyse the key-elements of appealing, strong visual messages.
- To increase awareness and inspire pro-environmental behaviour in others.
- To communicate marine litter challenges and possible solutions effectively.
- To conceive, design and organise an awareness-raising campaign or event at the level of school, beach or local community.
 - To stimulate creativity.

INTERNET SOURCES

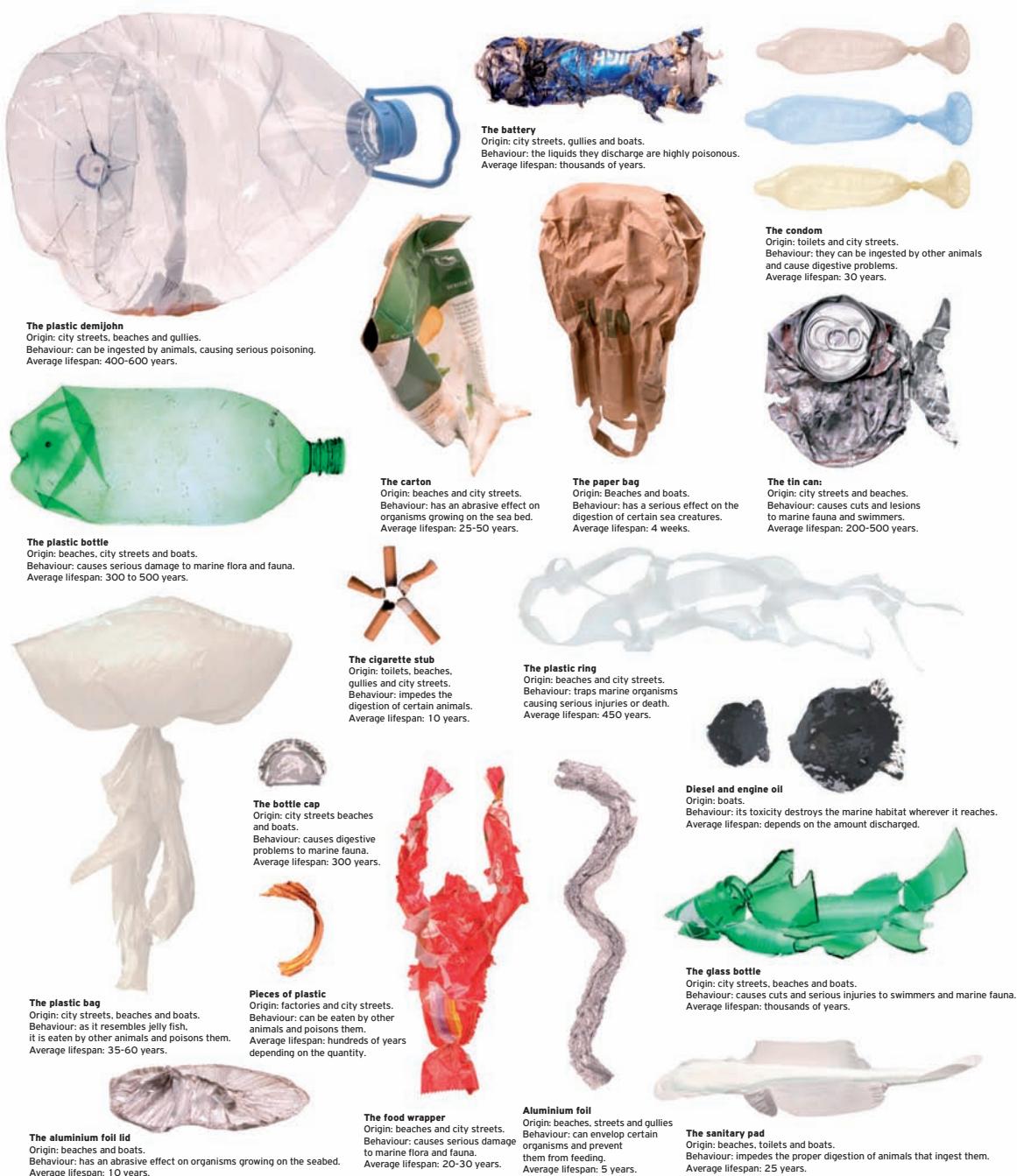
Memorable environmental campaigns in my country:



Visual messages are omnipresent in our daily life. They are constantly attempting to persuade us to buy, learn, and act. Some are more successful than others in influencing our behaviour and choices. What is the secret power of these messages? How do they succeed in changing our behaviour? In this activity we analyse

visual messages of environmental campaigns. This exercise can be helpful for anyone who wants to understand how our behaviour is influenced consciously and unconsciously by advertising, social campaigns, and government messages. Discuss what makes the following visual messages appealing.

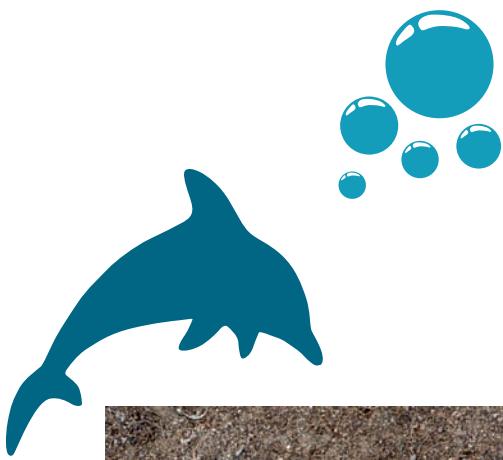
"The most dangerous species in the Mediterranean"



Around the world, 8 million tonnes of waste reach the sea every day. All this refuse is generated by human activity. This non-recyclable rubbish is thrown into the toilet, onto the streets into gullies, onto the sand and into the sea, turning it into a tangible destroyer of marine life. But you can stop this from happening.

Uncontrolled waste is a treat to the seas.

**KNOW
FEEL
ACT!**
to Stop Marine Litter



"If you don't pick it up they will"
Endangered Wildlife Trust Campaign © Jared Osmond



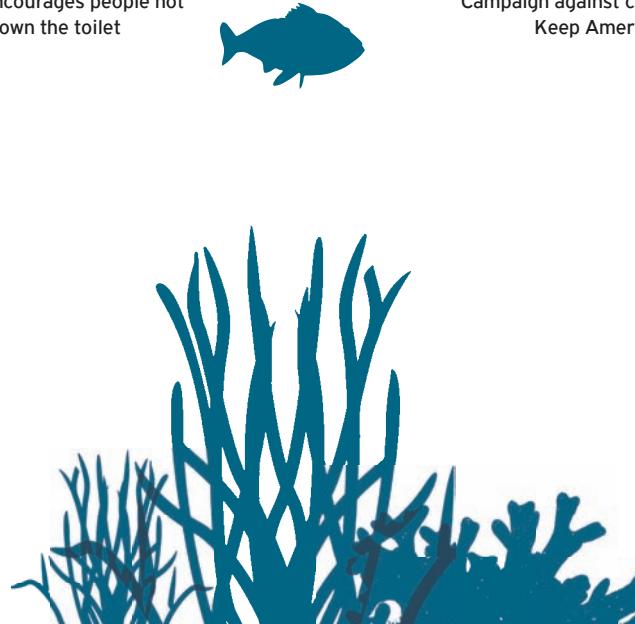
"Stop the Invasion"
2013 Campaign / Surfrider Foundation Europe

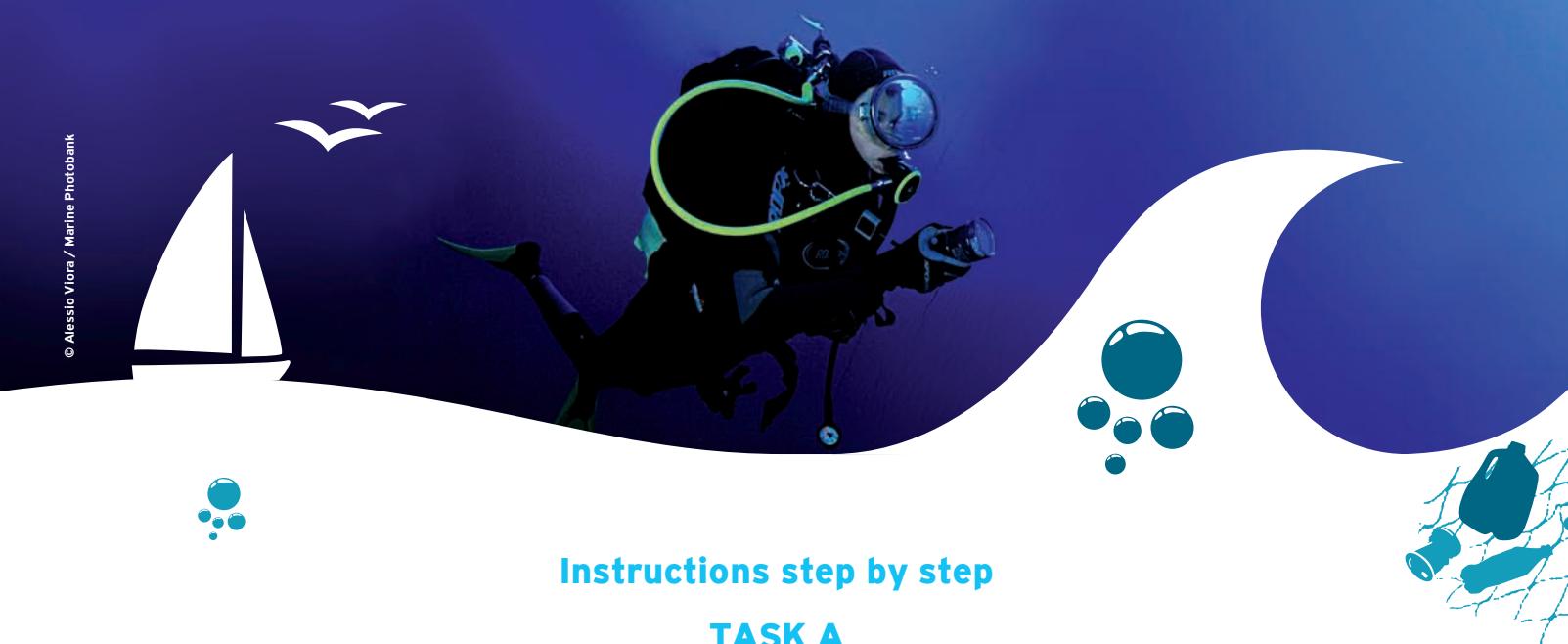


"Bag It & Bin It"
UK based campaign that encourages people not
to flush any items down the toilet



"This is litter too"
Campaign against cigarette butts litter /
Keep America Beautiful





Instructions step by step

TASK A

Learners begin by discussing their impressions of the visual messages used in the presented outreach campaigns. They note what they regard as “success factors” and try to incorporate them in their own campaign to the extent possible.

TASK B

If learners detect a low level of awareness among peers, family or the community, they may decide to create an awareness-raising campaign. Before starting, the following questions can help them to organise their work:

- Specify the goal of the campaign: Is it to present findings, to suggest ideas for action or to protest against activities that threaten the environment?
- Who is targeted? Is it your peers, other schools, your neighbourhood or the wider community? Why would the campaign’s main message be of interest or relevance to them?
- How do we approach our audience? Depending on your target group, the communication tools will vary. For a specific, immediate audience such as peers, appropriate approaches could be creating an info-board, performing a play, organising an exhibition or a presentation at school. For a campaign that aims to reach the wider community, it may be necessary to engage local authorities, NGOs, media, etc. Campaigning via social media is another popular option.
- Who is responsible for what? An awareness-raising campaign is quite a demanding endeavour. Working in small focused groups on different aspects of the campaign can increase efficiency. For example, some of the work different groups can take on are:
 - Public relations: this group contacts media, authorities, etc. Remember some media organisations may offer free space for public service issues.
 - Documentation: this group collects material to support the campaign such as scientific research findings, visual material, existing laws and legislation, etc. This material is used to prepare a press release, brochure or other informational material for the campaign. This group may also propose ideas for the campaign’s slogan. However finding the proper slogan requires brainstorming with the whole class.
 - Layout and Design: This group designs materials to be used in the campaign - posters, brochures, artwork, sketches, multimedia applications, logos, etc. that are attractive, effective and directly linked to the campaign’s slogan. Using reused and recycled materials is a priority.
 - Financial: This group prepares a campaign budget including costs for printing, promotional material, distribution, etc. Also they look into possible sources of funding either by approaching the municipality or local enterprises for support.
- How can you build on the campaign’s publicity? Often, campaigns start or end with an open, public event such as an exhibition, a festival, a performance, etc. To increase the event’s publicity you may invite a local celebrity.

