

Creative Campaign Challenge:

Help the Cornish Plastic Pollution Coalition inspire others to do their bit

Spread the word!

There are a lot of things people can do to help tackle plastic pollution on our beaches and in our seas. However, sometimes it helps to remind people of the actions they can take to make a difference. The Cornish Plastic Pollution Coalition need help telling people in Cornwall and around the world about all the great ways they can stop plastic and other rubbish from getting into our seas. They also want to inspire people to help clean up beaches with a local beach clean.

Can you help them share this message with other kids and adults using your creative skills?

What is a Creative Campaign?

A creative marketing or advertising campaign can help share a message with people, asking them to make changes that can help the whole world. A creative campaign could include anything from a giant billboard to a poster or a video. It is usually a mix of images and words used to send people a clear message or instructions. While a lot of campaigns are about trying to get people to buy things, you can also use creative campaigns to convince people to make a positive change in the world.

Digital media is a really powerful way to create campaigns that can reach people all over the world quickly and for free. For example, Greta Thunberg started her climate protest by going to the Swedish Parliament with a sign she had painted. This only reached a few people. However, when she put the picture on social media, it was shared with over 200,000 people and launched a global Strike for Climate campaign with millions of students (and adults) around the world taking part.

Przypięty tweet



Greta Thunberg @GretaThunberg · 16 wrz 2018

Fridays for future. The school strike continues! #climatestrike #klimatstrejki #FridaysForFuture



Getting the message right:

The key thing with your campaign is to make sure you get the message out to the people you want to make a change. It could be other kids or even adults. This is called your audience. Think about what would make them care about the things you care about.

For this campaign there are a few messages you could chose from to help get out a positive message and make a difference to plastic pollution on our beaches.

1. Stop using plastic

You could have a campaign asking people to think before they buy more plastic items. Here are 3 ways people can use less plastic. You can use all three of these or just pick one for your creative campaign.

- Please don't use plastic straws!
- Use a reusable water bottle instead of a plastic water bottles!
- Use reusable bags instead of plastic bags!



3 REASONS PLASTIC STRAWS SUCK

- 1** They harm marine wildlife & ecosystems (Illustration: A bird with a plastic straw in its beak)
- 2** They expose us to unhealthy toxic chemicals (Illustration: A beaker with a skull and crossbones and test tubes)
- 3** Used for minutes, here for centuries, piling up daily (Illustration: A pile of plastic straws)

3 WAYS TO STOP SUCKING PLASTIC

- 1** Skip the straw & sip your drink (Illustration: A glass of orange juice)
- 2** Switch to reusable steel, glass or bamboo straws (Illustration: A reusable metal straw in a drink)
- 3** Use paper straws instead* (Illustration: Paper straws and a drink)

#NoPlasticStraws
* Compostable or biodegradable plastics do not break down safely in ocean conditions

LESS PLASTIC. IN COLLABORATION WITH the Last Plastic Straw

WWW.LESSPLASTIC.CO.UK

OR

2. This summer, please keep our beaches clean

Every summer thousands of people go to the beach, but a lot of them leave litter. What if, instead of leaving a mess, they helped clean up the beaches? You could ask them to please remember to throw away their rubbish or even to help clean up any plastic they find. Here are some example messages:

- Take your trash!
- This is a beach, not a bin! Please throw your rubbish away.
- Together we can keep the beach clean! Please pick up any plastic you find.

Your Creative Campaign Challenge Options:

This is a creative campaign, so please make anything that you feel will help get the message out. However, we know that some of you might like a few ideas to get started, so we have a few suggestions.

1. Make a digital poster

A beautiful poster with clear information can be a great way to get people doing the right thing. There are a few ways you can make a digital poster.

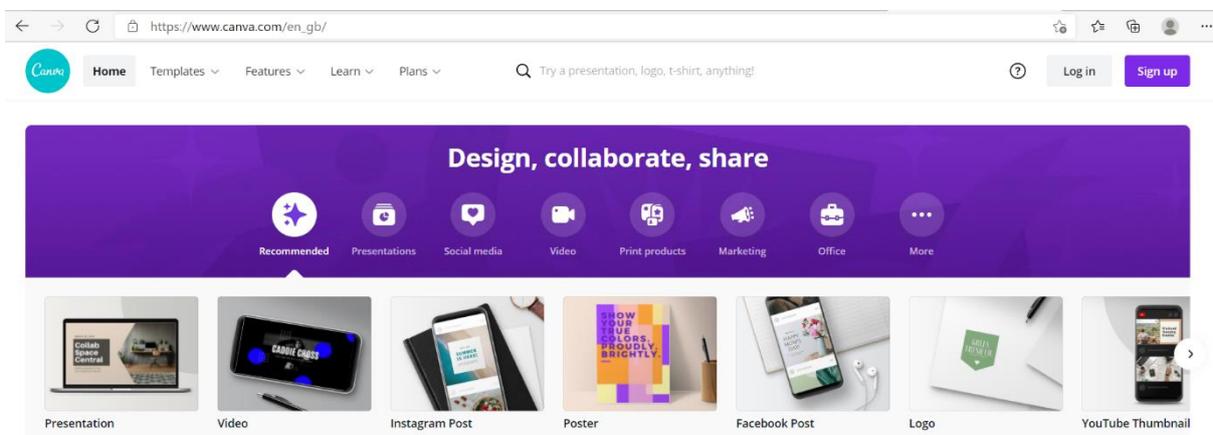
1. Draw a poster on paper and then take a picture.

This is the best one to do if you don't have a computer at home or if you prefer to use art supplies like crayons, pens and paints. You just need some paper (any size will do) and something to write or draw with. You could also get creative and, with permission from your grown-up, use pictures cut out of magazines or the newspaper. Make your poster and then when you are done, have a grown-up help you take a high-quality picture of it using their phone or an iPad. Now it is ready to share! You can email it to us at TECgirls on info@tecgirls.co.uk and we will send it to the Cornish Plastic Pollution Coalition. Or with help and permission from your adult, you can share it via social media on Twitter or Facebook. Be sure to tag us and the Cornish Plastic Pollution Coalition.

2. Create a poster using free online creative editing software.

Have a go at being a graphic designer! While most graphic designers use advanced design software like Adobe Illustrator or Photoshop, there are some free online tools you can use to make your own digital poster. One platform you can use easily for free is called Canva.

If you want to have a go at using Canva to make your poster, we've created a simple guide which is included in today's lesson pack.





2. **Make a stop motion animation**

Animation can be a very strong way to tell a story. In Cornwall, we have a lot of wonderful animation studios. You can make your own stop motion video. We have tried and like using Stop Motion Studio which is free to use and easy to download on the iOS app. Perfect for iPhones and iPads.

We have created a stop motion guide that you can use, also included in today's lesson pack.

Here are some sample stop motion videos about recycling to inspire you:

Made by kids:

<https://www.youtube.com/watch?v=Vtk9IXRGOxs>

<https://vimeo.com/193522053>

Made by a professional:

<https://www.youtube.com/watch?v=zSKEDRK-WyA>