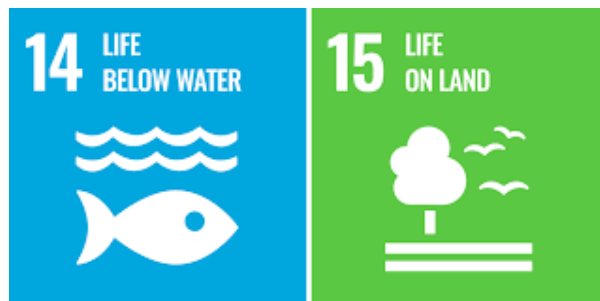


Biodiversity Campaign student handout

One way you can *take action* and *raise awareness* about **biodiversity** for the Sustainable Development Goals is starting a campaign. A campaign is often a piece of communication that has a compelling narrative or story.

For examples, watch:

- *Project Everyone's World Oceans Day Campaign*
Film: <https://youtu.be/cOY2PbkAwsW>
- *Kids Take Action Against Plastic Ocean Pollution:*
<https://youtu.be/hKFV9IquMXA>



Criteria:

1. **Objective:** What is the video trying to achieve? What change is it trying to make?
2. **Audience:** Who is the audience for this film? What do we know about them that could help us create an idea?
3. **Single-minded proposition:** What is the one thing that the film wants to say? The ONE thing.
4. **Evidence/truth:** What makes this true? What information or evidence do you have that justifies your proposition?
5. **Tone of voice:** How is the message conveyed, what is the tone? (such as hopeful, angry, defiant, sad)

In a small group, create a short campaign film (1–2 minutes) about Sustainable Development Goals 14 & 15 related to our watershed unit (such as habitat loss, urbanization, aquatic pollution, marine plastic pollution)

Think about which Sustainable Development Goals are impacted by your campaign and include them on your communications piece. Consider the five criteria above when creating your campaign film.

Planning Sheet:

Passion	Action	Change

Group Members:

Goal of our campaign film:

Why is this topic IMPORTANT to us?

Steps we will take to accomplish our goal: