



I CHALLENGE YOU TO
WORK WITH A PARTNER TO CREATE
YOUR OWN CAMPAIGN FOR A 'PLASTIC
PROBLEM' OF YOUR CHOICE

REMEMBER TO:

- Communicate the problem to your audience in a clear way
- Deliver a solution to the problem
- Create a logo to support your idea
- Think about a catchy slogan that people won't forget

Our chosen plastic problem is:

Key points to communicate about our chosen problem:

Solution message to communicate:

Ideas for our campaign:

