

### Eco Ed Posters

Use these posters as reminders for everyone on what they can do for the environment. 'Spreading the word' is a good way to start awareness of effects that 'carelessness' can have on our environment.

In order to make a difference, the information we learn about environmental issues, ways of saving energy and resources needs to be communicated to encourage more and more people to do their bit.

Recycling schemes will only really be successful if they are supported by whole communities, from separating waste, collection of the items, processing and remanufacture and ultimately people buying the recycled materials or products.

Divide the class or group into smaller groups, each group is given or chooses an environmental issue or initiative, for example the value of composting, recycling, the strain on natural resources, landfill sites, etc...

The students then have to create ideas about their topic and plan their communication campaign.

- What will be their key message?
- Who are they targeting?
- What communication method will they use- TV, Radio, Newspaper ad, Billboard poster, etc

Provide pens and paper for those groups wishing to produce posters, billboards and newspaper ads. Those wishing to design a TV or radio messages may want to draft out a storyboard on paper rather than perform their piece.

After the group have all come up with their ideas, get them to describe their campaign, and explain why they choose that method and their specific message.