

ADVERTISE, TEXT, INFORM

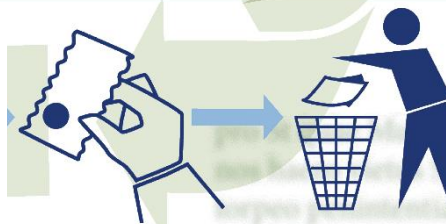
Creativity and communication in dealing with rubbish and littering

ACTIVITY: There are often large amounts of litter around street food vendors, in pedestrian zones, sporting events and outside schools. As a consumer, one is forced to pay for this rubbish twice! You pay for the packaging when you buy the item and then you pay once more for the clean-up cost of the carelessly littered rubbish. Imagine you are a project manager at an advertising agency and you are commissioned to develop a litter prevention campaign. The campaign should contribute to decreasing the amount of rubbish that is littered in the city or town centre.

**RETHINK, REFUSE,
REDUCE, RE-USE,
REPAIR, RECYCLE**

These six words have served as a general rule for sustainable and responsible consumption and prevention of rubbish.

TASK 1: Conduct online research for actions, campaigns, and media articles that have been published regarding the topic of rubbish and littering. What slogans or sayings can you find? Do you think your campaign is convincing?



TASK 2: Now think of your own advertising slogans for a possible litter prevention campaign and hang them up on the classroom wall.

While brainstorming, remember that communication approaches can include both classic offline media such as television, newspapers, and billboards, but also online media can be used, i.e., websites, social media channels, and blogs. The target groups and the attention of the public are very different depending on what media you select.

