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Communication Worksheet 2: Communication Strategy for School Sustainability Campaigns

Objective

Support teachers or school leaders in designing a mini-campaign to promote one sustainable action in their school.



Step 1

Define Your Message

What sustainable action are you promoting? (e.g., reduce food waste, recycle cooking oil, plant trees)

What is the main message of your campaign? (Keep it short and powerful!)





Step 2

Identify Your Audience

Who do you want to reach?

Students

Parents

Teachers

Local Community

Other:



Step 3

Choose Your Tools

How do you want to reach them?

Posters

School Newsletter

Social Media Posts

Short Video and/or Animations

Presentations

School Event and/or Fair

Other:



Step 4

Create a Timeline

Start Date:

Launch Moment:

Follow-up:

Celebration of the Results:





Step 5

Measure Impact

At the end of the campaign:

What went well?

What could be improved next time?

Did you get new ideas from others in your school?



Best of Luck!