OCEA(n)RT Training Module 3

Lesson 2
Art and Environment Campaigns: How to?
Tips for preparing an environmental campaign

- Set concrete objectives
- Identify your target audience
- Set a timeline
- Prepare a budget
- Find sponsors
- Manage the social media
7 forms of art

- Painting
- Sculpture
- Literature
- Architecture
- Cinema
- Music
- Theatre
ACTIVITY

- Divide into teams
- Brainstorm for an idea on a hypothetical environmental campaign (online or physical)
- Present briefly the idea
Thank you!

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