



ONE PLANET **ACADEMY**

ALL ABOUT PLASTICS

MODULE 2 | Plastic Crisis and Solutions | Assignment

Campaign for Change

India enforced a ban on single-use plastics, such as plastic bags, straws, cutlery, food packaging, etc. effective from July 1, 2022. However, many items still remain widely in use.

Design an outreach campaign to educate your community to change their behaviour towards single-use plastics.

<p>Key message of the campaign</p>	<p>Target audience</p>
<p>List the key actions you are asking people to do.</p>	



Outreach strategies to reach your target audience

Mode of communication	Frequency of use	Message or resource
1. Posters		
2. Email		
3. Social media		
4.		
5.		

Draw a sketch of your campaign material.