

GREENPEACE

ACT! CAMPAIGN TOOLKIT



Greenpeace is a movement made up of people who care, just like you. It is our mission to defend the natural world and stand for a green and peaceful future. We're so happy you're joining us.

You've been learning all about how industrial meat production and the huge number of animals involved is causing widespread environmental damage. The time to act is now. In this toolkit, we'll show you what you can do.

Don't forget to share your campaign ideas and actions with us at getactive.uk@greenpeace.org. We love hearing about how people are creating change!

CAMPAIGN ACTIONS

Below are some of the ways we can all make a change in the world. Circle any actions you'd like to try out and add your own ideas.



REMEMBER THESE TWO WAYS YOU CAN HELP SAVE OUR FORESTS:





CHALLENGE 1: CANTEEN TAKEOVER!

How much meat do you eat in your school canteen? Do you think this could be reduced? Follow our top tips for getting your school canteen to reduce the amount of meat and dairy they serve.

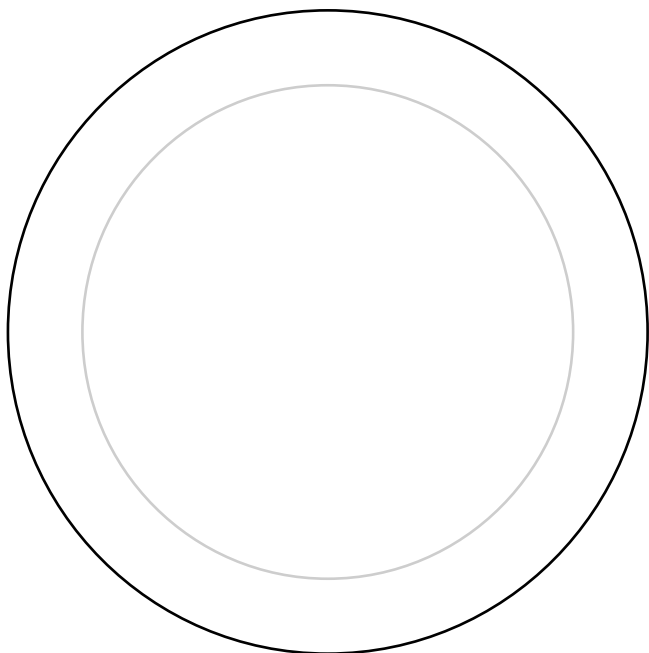
STEP 1: MARKET RESEARCH

Which dishes are most popular? Which could be replaced? What veggie alternatives would pupils eat? Use an online survey or get out in the playground to find some answers.

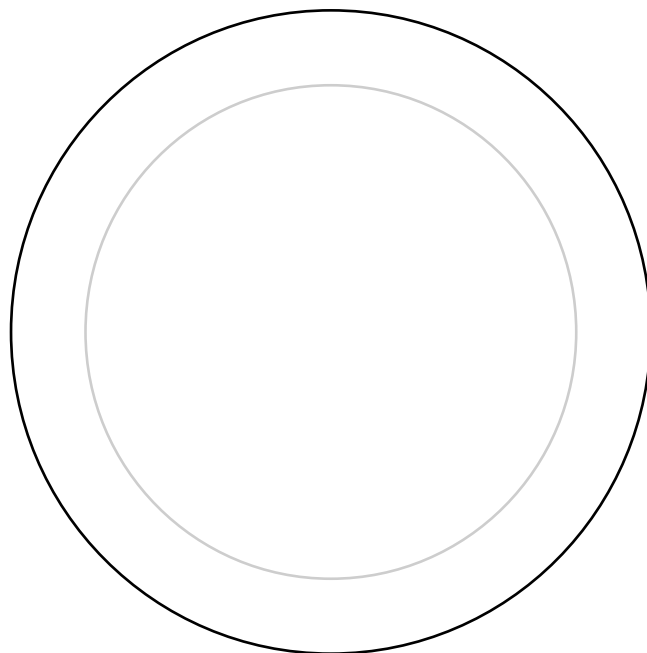
STEP 2: DESIGN YOUR NEW MENU

Start with two new dishes. Use your research and make sure you are picking recipes that would be easy to make in large quantities. Consider speaking to your dinner servers before finalising your ideas. Use the plates below to draw your meal ideas. Annotate with the ingredients you plan to use and the reasons behind your choices.

MY LUNCH IDEA 1:



MY LUNCH IDEA 2:



STEP 3: TEST YOUR IDEAS

Make some of your dishes for people to taste. What is their feedback? How can you improve your menu further?

STEP 4: PITCH YOUR IDEAS

Email your Headteacher to request a meeting about the amount of meat on the school lunch menu. Write and rehearse your pitch beforehand.

Use persuasive language and the facts about how deforestation is threatening wildlife and people and how it could speed up climate change. Remember to share your market research and results from your taste tests with them for maximum impact.

Don't stop there! Why not try to persuade your friends and family to cut down the amount of meat and dairy they eat to help save the forests too? Tell them about what you've learnt.



CREATIVE CAMPAIGN CHALLENGES

CHALLENGE 2: AUDIENCE ENGAGEMENT



A great campaign adjusts its message according to the audience. Below are some of the people you could try and convince to eat less meat. In each box, come up with one idea for how you could inspire them to join the meat-free movement.

AUDIENCE	CAMPAIGN IDEA
SCHOOL STUDENTS	
TEACHER	
OLDER SIBLINGS	
YOUNGER SIBLINGS	
PARENTS AND CARERS	
LOCAL BUSINESS OWNERS	
GRANDPARENTS	



CHALLENGE 3: ASSEMBLE YOUR MEAT FREE TEAM!

Use this space to create a mind map to help plan your campaign activity.

Plan a school-wide campaign to share the Monster film, its message and this toolkit. Inspire other people to join your meat free movement. Think about how you can use everything you've learned and the campaign actions from page 1 to make your school audience stop, think and care.



OUR SCHOOL CAMPAIGN IDEAS

IDEAS AND INSPIRATION

- Plan an assembly
- Create a short performance based on the Monster film
- Design an advertising campaign to persuade people to eat less meat
- Stage a virtual protest
- Create your own art, poetry, dance, film or other creative response to what is happening in the forests