

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 industrial farming and how this is causing environmental damage, forcing wild animals out of their homes and speeding up climate change. The time to act is now.

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

There are lots of ways you can take action. Circle anything you'd like to try out and add your own ideas.



REMEMBER THESE TWO WAYS YOU CAN HELP SAVE OUR FORESTS:



CREATIVE ACTIVISM

There are lots of fun, creative ways you can spread the word. You could start with some of the activities below and in the rest of this pack!

- Poster design: See our top tips on page 4.
- Songwriting and singing
- Scriptwriting and filmmaking
- Drama performance
- Cooking or baking
- Dancing



CHALLENGE 1: MY MEAT FREE MENU

Try these meat-free recipes. Who knows, maybe your monster cooking skills will help convince others to reduce their meat intake too!

THERE'S A MONSTER IN MY BURGER BUN!



<https://www.quorn.co.uk/recipes/monster-burgers>

SERVINGS: 4

COOKING TIME: 20 minutes

INGREDIENTS

- 4 vegetarian burgers
- 4 burger buns
- Tomato Sauce
- 1 carrot
- Lettuce leaves
- Black olives
- Mini pickled cucumbers
- Cocktail sticks



METHOD

1. Cook the veggie burgers according to the instructions on the pack.
2. In the meantime, wash the lettuce leaves, cut the carrots into thick slices (for the eyes) and triangles (for the teeth) and slice black olives (for the pupils).
3. Cut the top off mini pickled cucumbers (gherkins or cornichons) and insert cocktail sticks through the length (to prop them onto the buns).
4. Cut the burger buns in halves.
5. To assemble your monsters, pour tomato sauce, ketchup or BBQ sauce on the bun halves. Place the lettuce and veggie burgers on one half of a bun and top them with the other half.
6. Decorate the burgers with the carrot teeth and eyes, the olive pupils and stick the cocktail sticks on top. (Make sure you remove all the cocktail sticks before eating or serving to children)!

A MONSTER ATE MY SALAD!



<https://www.forkandbeans.com/2017/10/20/monster-bell-pepper-salad-cups/>

SERVINGS: 4 Bell Pepper Cups

PREP TIME: 15 minutes

INGREDIENTS

- 4 bell peppers, various colors
- 8 green olives
- 4 toothpicks, broken in half
- 2 cucumber slices, cut lengthwise
- 2 mini bell peppers, sliced in half



FOR SALAD MIX

- 2 cups lettuce
- 1/2 cup shredded carrots
- 1/4 cup cucumber, cubed
- 1 radish, sliced
- handful small broccoli florets
- dressing of choice

METHOD

1. Slice the tops off of the bell peppers and deseed the insides.
2. Place a green olive in each broken half of a toothpick and insert into the tops of the bell peppers for eyes.
3. Combine the salad ingredients together and toss with your choice of dressing.
4. Evenly distribute the salad into each pepper.
5. Add a cucumber slice as the tongue or even a sliced half of a mini bell pepper. Switch up to give them their own unique personality.
6. Add the top back onto the pepper and serve.

CHALLENGE 2: CANTEEN TAKEOVER!

How much meat do you eat in your school canteen? Do you think this could be reduced? Persuade your Headteacher to help save our forests by reducing the amount of meat served in the school canteen.

Come up with a new plant-based lunch idea that you know pupils will love. Use the plate below to draw your meal idea. Annotate with the ingredients you plan to use and the reasons behind your choices.

MY LUNCH IDEA:



PLANT BASED INGREDIENTS:

IT IS A GREAT CHOICE BECAUSE:

Now, write an email to your Headteacher convincing them to reduce the amount of meat served in the school canteen. Remember to use the facts about how deforestation is threatening wildlife and people and how it could speed up climate change.



INGREDIENTS

EXTENSION: HOME COOKERY CHALLENGE

Can you persuade your friends and family to cut down the amount of meat they eat to help save the forests? Find a recipe, create a shopping list with the ingredients you plan to use and the reasons why they should eat it. You could even make the recipe at home!

THIS MEAL HELPS TO SAVE THE FOREST BECAUSE...



CREATIVE CAMPAIGN CHALLENGES



CHALLENGE 3: PERSUASIVE POSTER

Can you create a bold, eye-catching poster to convince people to eat more plant-based food?

Using powerful images and words, design a persuasive poster to show people how eating less meat will help save our forests. Use the tips below and the poster template on page 5.

- 1 Use a short slogan to encourage people to take action.
- 2 Use facts or images to make the reader feel something: anger, sadness, shock.
- 3 Use bright and bold colours that catch people's attention.
- 4 Display your poster in a place where it can easily be seen.



CHALLENGE 4: ASSEMBLE YOUR MEAT FREE TEAM!

PLANNING AN ASSEMBLY

Plan an assembly to share the Monster film, its message and this toolkit with the rest of the school. Inspire other people to join the meat free movement. Use this space or a separate sheet to plan your assembly. Think about how you can use everything you've learned and the creative actions from page 1 to make your audience stop, think and care.

1. Who will introduce and present the assembly?
2. How will you use images, or the Monster film, to get your ideas across?
3. How will you get the audience involved? Could you ask questions or get them to put their hands up?
4. Rehearse your assembly to make sure it goes smoothly.



