

Creative advertising campaign to boost the circular economy (Stop motion)

As final activity, you will have to run a creative advertising campaign, in order to boost the circular economy of some of the materials that we use most on our day-to-day.

To do this, you will use the stop motion animation technique. In recent years stop motion animation has been a resource used in many fields of audiovisual communication. Movie covers or television shows, video clips, advertisements or reporters use this creative resource for introducing themes, telling stories or recreating worlds from inanimate objects that take life thanks to animation.

MATERIAL

You will have to bring/collect objects from the material they choose (plastics, glass, mobilphones, paper,...).

Cartoline or blackboard

Mobile + tripod

PROCESS ORGANIZATION

As a group you will have to organize to do the whole creation process.

You have to think of a slogan, which you add when you edit the stop motion (you can choose whether to start it or end it). (Remember that the slogan is a phrase referring to a product: simple, concise and direct, with the intention of staying in the memory of the people who receive the message. Its purpose is to catch attention and to fix the idea).

The idea is to raise awareness and provide resources to the rest of your colleagues. Remember the <https://www.paperforrecycling.eu/> rule of the three Rs:

- Reducing: 'If we reduce the problem, we reduce the impact on the environment'
- Reusing: "Reusing will get rid of a lot of garbage"
- Recycling: 'we have to separate each material well in order that recycling were efficient'

In order to raise awareness, you can consult some websites like those listed below and try to incorporate some data into your Stop Motion:

website of waste management in your city/country

International Plastic Bag Free Day website

[European Environment Agency](#)

[European Paper Recycling Council](#)

To begin with, you can brainstorm and prepare an illustrated script of the project.

You must download the “Stop Motion Studio” app for mobile phone or similar and take photos from the application. (Don't forget to add participant names.) You can add sounds or music.

Upload the video to Drive. Option: share with everyone who has the link.

One of the group should copy the link to this site.

ANIMATION EFFECTS

Remember to experiment with the animation possibilities to define the idea:

- Movements, displacements, rotations, object lift, apparitions and disappearances...
- Transformations: changes in size, folded, roared, ripped, clipped...
- Interaction between objects, if you want hands or different words...