



FACT SHEET

RADIO PRODUCTION GUIDE

OUTREACH GUIDE

MARKETING, CLOTHING AND FASHION

SOUTH AFRICA

INTRODUCTION

Our clothing says a lot about how we project ourselves out into the world. We dress to impress, or to express our individual sense of style. Fashion is a prime example of how marketers tap into our emotional (versus our rational, decision-making) brains to appeal straight to our desires for beauty, wealth and status, nudging us always to buy more! We shop for self-gratification, excitement and pleasure: when it comes to clothes, many of us tend to think more about our wants than our needs - and more about self-expression and status than about impacts on the Earth - but the environmental impact of clothing is massive. The fashion industry is the second-most polluting industry in the world, after oil, accounting for 10% of all global greenhouse gas emissions.

The rise of economic globalisation in the past 50 years has produced a formidable fashion industry spanning the world. Clothing was once a scarce

luxury - extremely labour and resource-intensive, it would almost always be spun, knit or sewn by hand, using locally grown sources of cotton, wool or flax. Nowadays, however, most of our clothing is mass-produced in global production chains: by the time we purchase a new item of clothing, 80 different workers around the world will have taken part in the processes of growing, harvesting, processing, transporting, manufacturing, dyeing and sewing to produce that garment. And yet clothing has become so widely available, and often so cheap, that many consumers have begun to regard it as disposable. In the U.S. for example, the average woman's clothing item is worn just seven times before it is thrown away.

DEFINITIONS

- Ecological footprint of a product** - just like you have your own Earth footprint which is the impact of all your activities and your consumption, the things you use as a consumer also have a footprint. For example, our clothing requires land, water and pesticides to grow cotton and other fibres; or else huge amounts of petrochemicals and fossil fuel energy to produce synthetic fabrics like nylon or polyester. On top of this, the fossil fuels used to transport and manufacture fabric and garments, and the chemicals used in dyeing processes add up to a heavy footprint. It takes a whopping 2,700 litres of water to produce a single cotton t-shirt, for example, which is equivalent to 2 ½ years drinking water for a person!
- Life cycle** - fashion is a prime example of an industry that can and must move from a linear production cycle (clothes are made, worn and then thrown away) to a circular production cycle in which clothing is designed to last, using processes to minimise energy and material inputs; is worn longer, repaired when necessary, and then is recycled into new textiles instead of thrown away. While it is estimated that 85% of textiles currently in use could be recycled, in wealthy countries, at least, only 1% of textiles are recycled, and most clothing ends up in landfills, often less than a year after it was purchased.
- Marketing** - is all the things companies do to identify and appeal to the unfulfilled needs and wants of a target group of consumers in order to make a profit ([Heidi Cohen](#)). This means designing and promoting goods through messaging in advertising, branding and social media. Marketing plays a big role in driving unsustainable practices in fashion , for

example changing fashion styles 'often and drastically' is a form of planned obsolescence to encourage people to buy more - this year shoes with rounded toes are trendy; but next year pointy-toed shoes will be a must-have.

- **Fast fashion** - companies like H&M and Zara boost their sales by speeding up the normal fashion calendar and releasing new lines of cheap, trendy clothing every couple of months (or even every few weeks!). Such clothing is made to have a limited lifespan, not only because trends change so quickly, but also because it tends to be of cheap, poor quality. The fabric tends to be thin, warping and puckering easily, while seams are single-stitched instead of double-stitched, for example. These manufacturers know that many people will simply buy new garments rather than repair their existing ones.
- **Globalisation** - the globalisation of the economy over the past 50 years plays a huge role in how our clothing is produced. Before globalisation, clothing was a luxury, usually made using local fibers, dyes and labour. Nowadays, your new t-shirt may have travelled more than once around the world before it reaches you. Cotton farmers in Egypt, Burkina Faso or Mexico; and garment workers in Cambodia, Bangladesh or China, may all have played a part in producing your t-shirt. In a global economy, competitive garment industries are fuelled by a 'low cost, low wage' business model. This means that a new t-shirt may seem cheap to you - but, as we will explore, this cheap abundance of clothing carries huge hidden costs for the Earth, the climate and the workers who produce it.
- **Free market** - is an economic arrangement that promotes the production of goods and services with little centralised control, letting the market itself regulate pricing and supply. In this system, manufacturers and producers are free to decide what they produce, and how. In a system with little regulation that seeks to maximise profits, however, there is risk of both labour and environmental exploitation.
- **Sweatshops** - are factories producing clothing and other goods where workers earn low wages working long hours in poor and sometimes unsafe conditions. Global brands such as Nike, Adidas, H&M have all come under fire for using sweatshops, as well as child labour, in developing countries where wages are low and labour laws are lax. Bangladesh, for example, the second-largest clothing exporter after China, has among the world's weakest protections for workers, and a minimum wage of just \$.41 per hour ([Forbes](#)). In 2013, the collapse of the Rana Plaza, an eight-story garment factory in Bangladesh, killed more than 1,000 workers, symbolising for many the vast inequalities of the global garment trade.
- **Second-hand clothing** - there is a huge market for used clothes that often come from Europe and North America, where people having donated clothing to charity. This practice has brought an abundance of cheap clothing to Africa, and at the same time has saved old clothes from landfills in the West. But second-hand clothing market is controversial, not least because it encourages people not to support local textile industries. East African governments have even considering banning used clothes imports in order to promote local [textile industries](#).
- **Ethical fashion** - fashion designers in Africa and around the world are trying different approaches to produce more socially and environmentally sustainable clothing, for example, by recycling and upcycling textiles, working with local natural fibers that are produced sustainably, and producing fabrics out of waste products ([plastic bottles](#), [fabric and leather offcuts](#), [banana fibers](#), [coffee grounds](#)), integrating

circular design principles, and promoting local craftsmanship and textile industries. Designers embracing this trend are increasingly distancing themselves from fast fashion, making a point of designing clothes in durable, high quality fabrics and classical styles so that they last longer, and working with local manufacturers. Young African designers are at the cutting edge of this trend, for example in producing

local, natural and hand-woven garments that reposition old textile traditions, like [producing bark cloth in Uganda](#) (YouTube), to appeal to modern consumers.

MYTH BUSTER

MYTH

Imported clothing brands are better quality and more fashionable than locally made clothing

FACT

Imported clothing is often fast fashion, produced in sweatshops around the world at a heavy environmental cost. The widespread availability of cheap, imported used clothing also hurts local clothing industries who can't compete with the low wages and economies of scale that are dominant in the global fashion industry. Increasingly, even traditional textiles like African wax print fabrics are made in China and sold at cheaper prices than local wax prints. Such trends are eroding a rich heritage of different African textile tradition. However, young African designers producing at a smaller scale, like Studio 189 in Ghana, are recognising this wealth of creative tradition, working with local artisans and incorporating traditional weaving and batik processes in their designs.

I need to buy new clothes every month but it doesn't affect the environment.

Buying clothes monthly has a huge negative impact on the environment! The amount of water and fossil energy, as well as the use of pesticides and insecticides to grow the cotton or other substances - including synthetic ones, to produce textiles increases water pollution and contamination of ecosystems all over the world from chemicals, dyes, bleach and heavy metals.

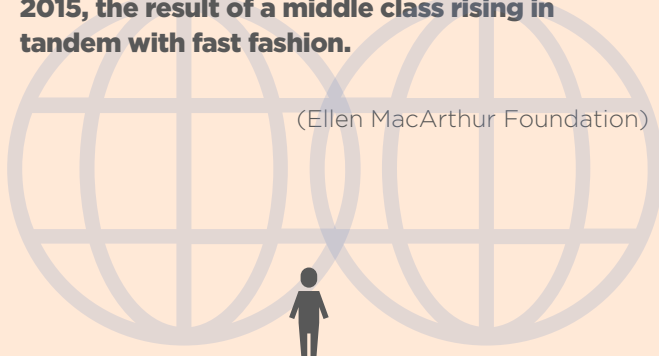
I can reduce my Earth footprint buying second-hand clothing

This is often true, but you also need to understand where your second-hand clothing comes from. If it has been donated from abroad, it may have a heavier footprint than you think it does, and may also be undercutting your local clothing industry.

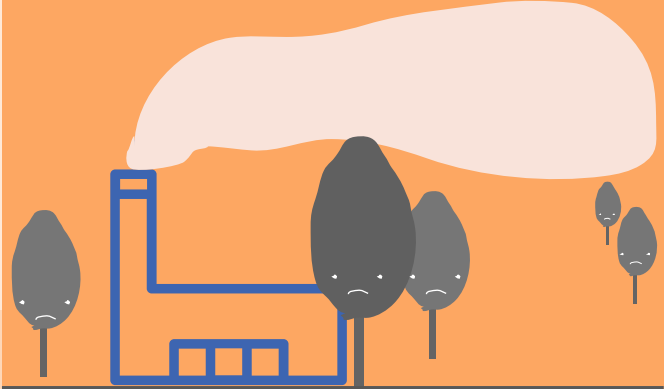
DID YOU KNOW? (GLOBAL)

Clothing production has doubled globally in the last 15 years, with more than 100 billion units being produced globally in 2015, the result of a middle class rising in tandem with fast fashion.

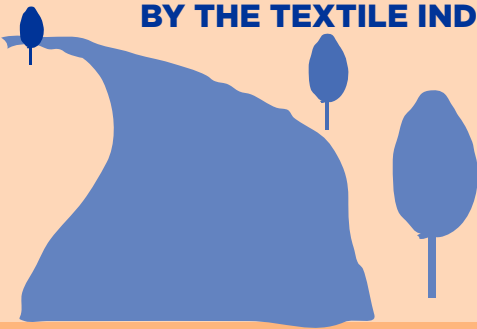
(Ellen MacArthur Foundation)



Textile production globally creates more than a billion tonnes of greenhouse gas emissions per year - more than all international shipping and air travel combined.



70% OF ASIA'S RIVERS AND LAKES ARE THOUGHT TO BE CONTAMINATED BY CHEMICALS FOUND IN 2.5 BILLION GALLONS OF WASTEWATER RELEASED ANNUALLY BY THE TEXTILE INDUSTRY.



The average garment worn today has involved 80 different people around the world in making it - if you look at the whole supply chain from the farmers growing the fibres to the sweatshop workers to the retail sales people.

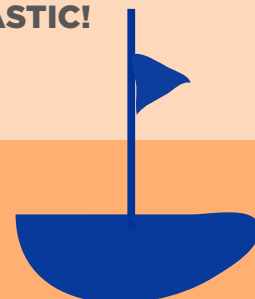
(St. James)

In countries where fast fashion is readily available, the average consumer buys 60% more clothing than they did 20 years ago but keeps each garment only half as long.



A quarter of the world's chemicals are used in textile production, making this the second-largest polluter of water after industrial agriculture.

DO YOU KNOW ABOUT THE PLASTIC GARBAGE PATCH OUT IN THE SEA? MUCH OF THIS PLASTIC COMES FROM MICROFIBRES FROM SYNTHETIC GARMENTS THAT PEOPLE WASH IN MACHINES, CAUSING TINY PLASTIC PARTICLES TO WASH INTO THE WATER SYSTEM AND EVENTUALLY OUT TO SEA, CONTAMINATING THE ENTIRE OCEAN FOOD CHAIN WITH PLASTIC!



(UN)

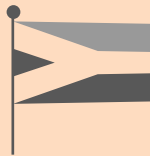
DID YOU KNOW (SOUTH AFRICA)

Free market policies have contributed to collapse of textile industries across Africa.

(South Africa, Tanzania, DR Congo)

South Africa's clothing and textile industries used to employ more than 200,000 people in 2000, but now only employs around half that number.

SACTWU is the driver behind a 'Made in South Africa' campaign; while a new generation of small, local designers are pushing ethical and environmental principles.



(Guardian)

In South Africa's garment industry, ethical production has potential to be a selling point: according to the South African Clothing and Textile Workers' Union (SACTWU), 70-80% of the country's textile workers are unionized. The majority are women who are often sole breadwinners in their families.



(Guardian)

EXPLORING THE FASHION AND CLOTHING INDUSTRY'S POTENTIAL TO ADVANCE SUSTAINABLE DEVELOPMENT IN AFRICA

As a creative industry made up of mostly small and medium enterprises employing women and youth, Africa's growing fashion industries have high potential to create employment and drive inclusive development across the value chain. With 18% of the world's cotton produced in Africa, for example, there is potential to grow a cotton value chain, including production, spinning, weaving, knitting, dyeing, production and design, that is also better for the environment, being largely produced by rainfed agriculture, hand-harvesting and less chemical-intensive production. A number of young African **fashion entrepreneurs** are moving towards circular production with recycling, and working with local fabric techniques and traditions - their resourcefulness and creativity can go a long way towards making slow fashion cool:

- Zuri is a Kenyan brand that sources its textiles from East African manufacturers and works with local craftspeople and skilled local tailors to produce clothing from local bright printed fabrics.
- Mayamiko in Malawi employs women using

local artisan traditions, and turns their scrap fabric into recyclable sanitary pads donated to local girls.

- Osei-Duro produces textiles and turns them into stylish clothing in Ghana, Peru and India, working with local artisans and fine artist, using traditional techniques including West African batiks, botanical dyeing, block printing and hand painting.
- Many of these initiatives target the high-end markets of Europe and North America, where they know ethically-minded consumers with disposable income are willing to purchase slow fashion products.
- What do you think of such initiatives? Can they help to reduce the footprint of the fashion industry, or is this just a way of turning ethical fashion into an elite or luxury product?

WAYS TO TALK ABOUT MARKETING, CLOTHING & FASHION

Some questions to consider:

- Are there people producing textiles by hand in your community? If so, are these skills supported and valued in the community? Are they being passed on?
- What is the footprint of your own personal wardrobe? Where do your clothes come from? How often do you go shopping?
- Do you have access to sustainably, ethically, locally produced clothing? How do you know it is what you think it is? Is it available in your community, and if so what are the barriers to accessing it? (i.e. more expensive)
- What are the clothes that make you feel good about yourself? What is it about these items in particular that brings you joy? Do they improve your status, or maybe express your sense of style?
- How long do you keep your clothes? When you get rid of them, where do they go, i.e. do you throw them away, or hand them down to a friend or family member?
- What do people in your community do with their old clothes? Where does old clothing end up after people are through with it?
- What are the biggest factors that make you buy an item of clothing?
- Do you ever feel like you've been fooled by fashion advertising and marketing? What makes you think so?
- What are the kinds of things that alert you that an item of clothing is fast fashion / damaging to the earth / damaging to people?

RESOURCES

- Ethical fashion in Ghana:
https://www.youtube.com/watch?v=_xbV5_WOXyY&feature=youtu.be
- Donated clothing threatens Kenyan textile industry (AP)
<https://www.youtube.com/watch?v=hkyFhvXNKH8&feature=youtu.be>
- 7 facts about how fashion harms the environment: <https://www.facebook.com/worldeconomicforum/videos/798634890510096/>
- East Africa Community to ban second-hand clothes imports
<https://www.youtube.com/watch?v=kTUU16xi-tw>
- The second lives of old clothes
<https://www.youtube.com/watch?v=kTUU16xi-tw>
- Senegal's second-hand clothing boom
<https://www.youtube.com/watch?v=BStentz20Rw>
- Is fast fashion destroying the environment?
<https://www.youtube.com/watch?v=YOA0D0i5-fA>
- The problem with fast fashion
<https://www.youtube.com/watch?v=iq0--DfC2Xk>

MARKETING CLOTHING AND FASHION



RADIO PRODUCTION GUIDE

PREPARING FOR THE SHOW

ANGLES

DIFFERENT WAYS TO TALK ABOUT MARKETING, CLOTHING AND FASHION

- Communities supporting, placing value on and learning handmade textiles techniques
- Think about the footprint of your personal wardrobe from the time you were born until present. What does it look like?
- Ethically and locally produced clothing: how accessible are these in your community?
- Social media influencers: how do they affect our decisions to buy certain clothing or brands?
- The life cycle of clothing-from seed to land mine.
- What are the kinds of things that alert you that an item of clothing is fast fashion / damaging to the earth / damaging to people?

CHOOSE AN ANGLE

Social media influencers:
How do they affect our decisions to buy certain clothing or brands?

Different ways to talk about: Social media influencers: how do they affect our decisions to buy certain clothing or brands?

- Social media fashion influencers feed our addictions to fast fashion
- What does a more sustainable influencer do? What are they selling?
- The love of stuff and the environmental crisis: what can social media and influencers do?
- Social media platforms are a business model for influencers. If they don't sell and market clothes and products how will they make a living?

FORMATS



VOX POP

**Vox pop aim**

To get many opinions on one topic.

**Who do you talk to?**

Anybody in the community.

**Question**

What is recycled fashion?



AUDIO COMMENTARY

**Audio commentary aim**

To get people's opinion about a topic that they care deeply about.

**Who do you talk to?**

Ask a person in the community who sells clothes if they are open to sharing their production line.

OR

Ask a young person to talk about their relationship to clothes

OR

Ask an older person to talk about how fashion and marketing have changed over time.



AUDIO PROFILE

**Audio profile aim**

To get a first person account of someone's experience, passion or journey. Audio profiles often aim to inspire.

**Who do you talk to?**

An individual or clothing business owner in the community who can talk about her/his experience buying or selling clothing. Or interview someone who recycles or upcycles clothing in their community.

**Questions for your interview to think about before recording audio profile:**

- Do you think that manufacturing and selling clothing has an impact on the environment? How so?
- What do you do to keep your business low impact?
- How accessible are locally made clothes/textiles in your opinion?
- What do consumers need to think about before they make a choice to buy a piece of clothing?

Please see interview questions in "How to present your show".



PUBLIC SERVICE ANNOUNCEMENT



The aim of a PSA

To create a public awareness message.

HOW TO PRESENT YOUR SHOW



Use your produced radio features, your research and the suggested script and questions to write your own script.

[INTRO:]

Host 1: It's just gone [TIME] and you're just in time for the [NAME OF SHOW] on [RADIO STATION]. My name is [NAME].

Host 2: That's right! And my name is [NAME], and today's show is all about marketing, clothing and fashion and how the clothing industry affects climate change! Yes, my friends, you heard it. We'll be talking about how young people can lighten their ecological footprint by becoming conscious of their clothing purchases.

Host 1: That's right, we'll also be talking about why it's so important that young people, well, and all people, consider the way they treat clothes from the time they buy them all the way to how they dispose of them. Here's a not so fun fact - South Africa's clothing and textile industries used to employ more than 200,000 people in 2000, but now only employs around half that number.

Host 2: Wow! That means we'd contribute 2% towards global warming. Not cool! Today, we'll be focusing on the people who buy, sell and wear clothes in our community. Almost everybody wears clothes, but how many of us are aware of the journey these garments have been through to get to us? And how many of us are thinking of disposing of them in

a earth friendly way once we no longer want/need them? To do that, we are sharing the voices of our community to tell us how social media, advertising and brands are consumed by all people, young and old, in our everyday lives. We're bringing you the much needed information to start open conversations around marketing, clothing and fashion.

Host 1: Let's hear more on what people think about marketing, clothing and fashion.

[PRESENT WHO IS BEING INTERVIEWED]

[PLAY THE INTERVIEW]

[OUTRO:]

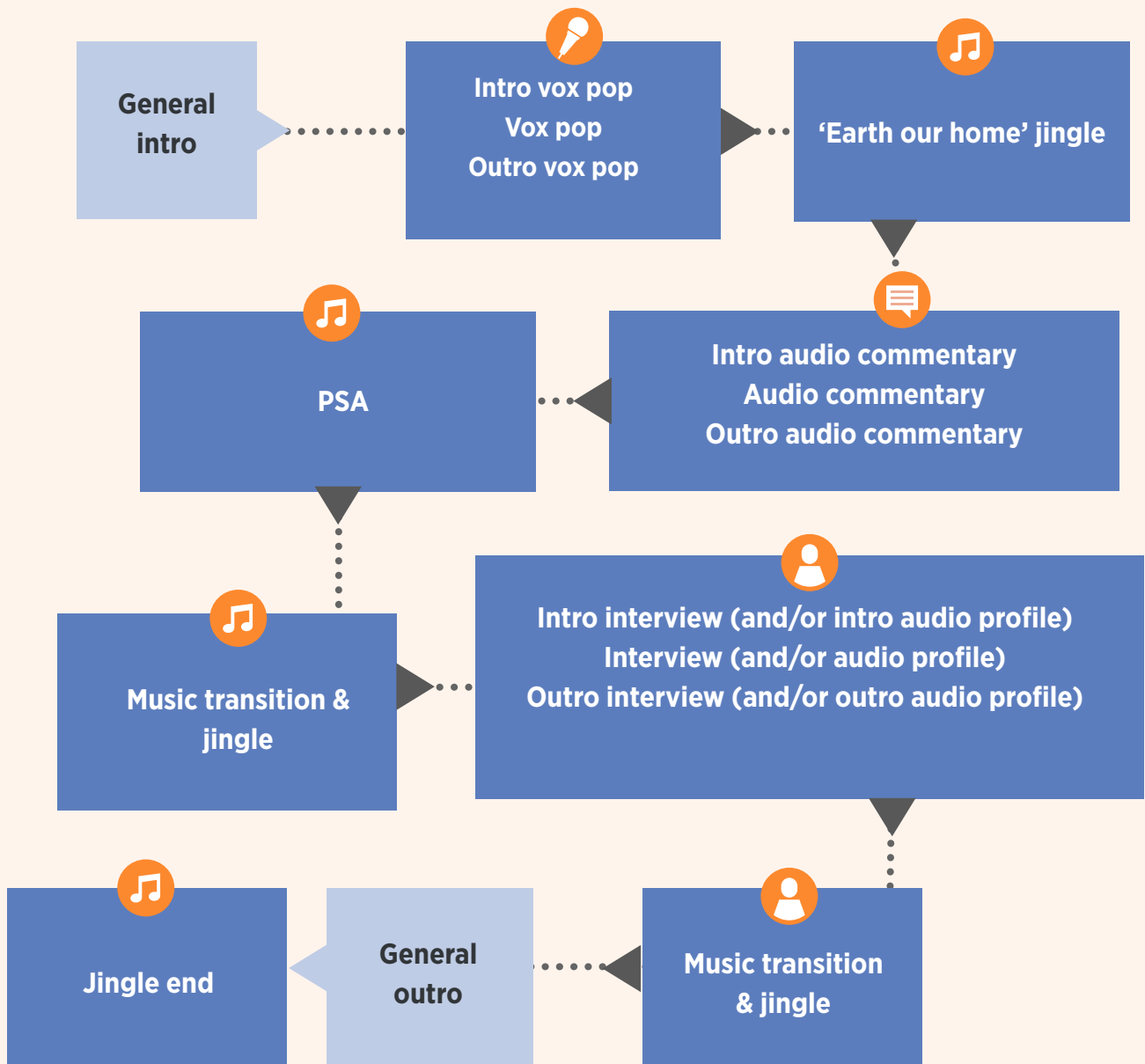
Host 1: Today, we've learnt so much about marketing, clothing, fashion and sustainable ways for all people to interact with the clothing they own!

Host 2: Yes! Understanding your fashion footprint is very important for us young people to make informed decisions and plans for our lives!

Host 1: Next week on [DAY] at [TIME] we'll be talking all about [NEXT WEEK'S SHOW TOPIC]. Until then, it's bye from us!

SHOW OUTLINE

Full show on 'marketing clothing and fashion' (1 hour)



ETHICS AND CONSENT

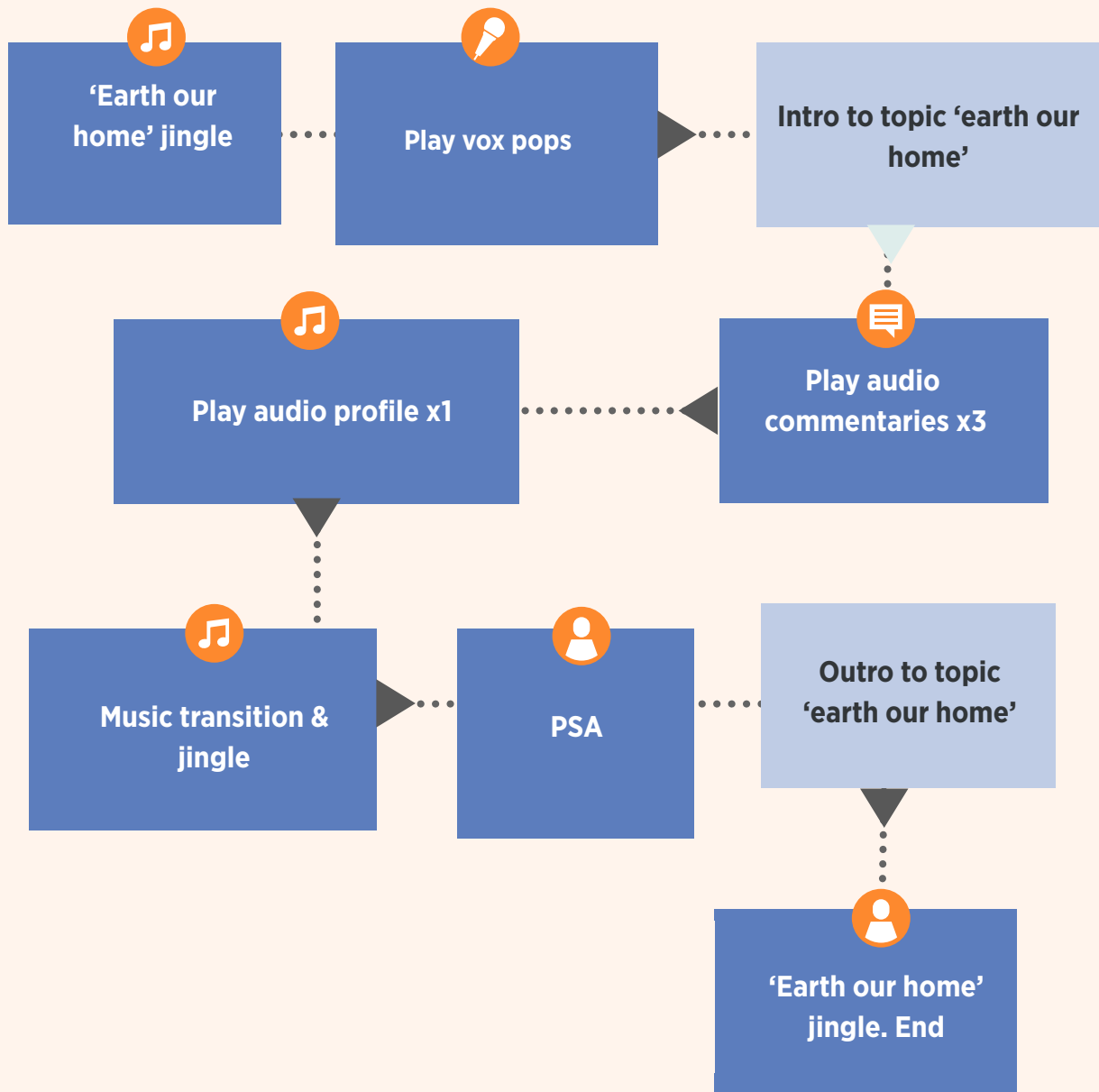
This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.

1. If any incorrect information comes up in any of your formats, like the quiz, roleplay or panel discussion, you must correct it. Don't let your audience leave with myths.

2. Once you've finalised your script, your performance artists, your outreach outline and prepared all your formats, it's time to start your live event!

SHOW OUTLINE

Green segment on topic of 'marketing, clothing and fashion' (10 minutes)



MARKETING CLOTHING AND FASHION

OUTREACH GUIDE



PREPARING FOR THE SHOW

ANGLES

DIFFERENT WAYS TO TALK ABOUT MARKETING, CLOTHING AND FASHION

- Communities supporting, placing value on and learning handmade textiles techniques
- Think about the footprint of your personal wardrobe from the time you were born until present. What does it look like?
- Ethically and locally produced clothing: how accessible are these in your community?
- Social media influencers: how do they affect our decisions to buy certain clothing or brands?
- The life cycle of clothing-from seed to land mine.
- What are the kinds of things that alert you that an item of clothing is fast fashion / damaging to the earth / damaging to people?

CHOOSE AN ANGLE

Social media influencers:
How do they affect our decisions to buy certain clothing or brands?

Different ways to talk about: Social media influencers: how do they affect our decisions to buy certain clothing or brands?

- Social media fashion influencers feed our addictions to fast fashion
- What does a more sustainable influencer do? What are they selling?
- The love of stuff and the environmental crisis: what can social media and influencers do?
- Social media platforms are a business model for influencers. If they don't sell and market clothes and products how will they make a living?

OUTREACH FORMATS

We can use radio formats to create the “Understanding Growth and Consumption”/green segment. We suggest formats that encourage the voices of others and that get the listeners participating in the show.



GUEST SPEAKER



Guest speaker aim

A guest speaker is someone who can share expert knowledge about the impact statement or tell a personal story related to the impact statement.

Some questions for the guest speaker to think about ahead of time

- What is the relationship between marketing and fashion?
- How can young people benefit from understanding the life cycle of the clothing they wear/buy?
- What is the biggest change in behaviour that young South Africans need to make about buying clothing?
- How can young people start lightening their footprint on the earth in terms of their spending on clothing?



INTERVIEW



Interview aim

An interview is a one-on-one conversation where questions are asked by the interviewer and answers are given by the interviewee.



Suggested questions for an interview with business owner of local goods:

- What does an ecological footprint mean to you?
- Describe your experience with “fast fashion”.
- What were your thoughts and behaviours about the clothes you buy when you first started buying clothing for yourself?
- How have they changed since then?
- In the community you live in, what are the options for recycling clothing, buying second-hand clothing or buying clothing from local designers?
- What are some of the challenges that young people face when making buying decisions for clothing?
- If young people wanted to learn more about the life cycle of a product, where should they go?



IMPACT JINGLE



Impact jingle aim

A jingle is a short song or tune that is easy to sing along to and remember, it has a clear message.

FORMATS



ROLEPLAY



Roleplay aim

To provide a scenario that allows the audience to “act out” a point about the impact statement.



Characters

Fatima, Maryam (Fatima’s best friend)

Scenario

Fatima is 16 years old. She loves shopping! It’s her birthday and she is taking her birthday money to the mall to buy some new clothes. She often buys the trendy clothes from a cheap but popular local shop. The clothes do fade and tear after just a few washes. But she loves dressing on trend so it’s worth it. Her best friend Maryam doesn’t agree. She thinks its harmful to the environment to buy from this shop and encourages her friend to save her money for a more sustainable purchase.....



PANEL DISCUSSION



Panel discussion aim

A panel discussion involves a group of people discussing one topic in front of an audience. There is usually time for questions from the audience afterwards.



Who is on the panel

Someone who works in retail, a young person, an entrepreneur who sells handmade clothes or textiles.



Examples of opening questions for the panel:

- What does an ecological footprint mean to you?
- Describe your experience with “fast fashion”.
- What were your thoughts and behaviours about the clothes you buy when you first started buying clothing for yourself?
- How have they changed since then?
- In the community you live in, what are the options for recycling clothing, buying second-hand clothing or buying clothing from local designers?
- What are some of the challenges that young people face when making buying decisions for clothing?
- If young people wanted to learn more about the life cycle of a product, where should they go?

FORMATS



QUIZ



The aim of a Quiz

To test and reward your audience's knowledge on the topic

Things you need for this activity

- Prepared quiz questions and answers
- Small prizes



Process

Present some quiz questions and hand out prizes to those who answer correctly from the fact-sheet, we created the two following quizzes for you to broadcast in your shows. Once you are done with these two, feel free to create more to put your listeners to the test!

Quiz 1:

Question: "..... is all the things that companies do to appeal the unmet needs of consumers, in order to make a profit?"

Correct answer is 'marketing'

Quiz 2:

Question: Fast fashion is:

- A. When you eat a burger while driving in a fast car
- B. Trendy boots that help you walk fast to be on time
- C. Cheap, poor quality clothes that have a short lifespan

Correct answer is C

HOW TO PRESENT YOUR OUTREACH



Use your outreach formats and your research to write your own script. Here is an example of part of a script. Use it as a guide to create your own script for your outreach activity.

[INTRO:]

Host 1: Hello and welcome everyone! It's just gone [TIME] and my name is [NAME OF HOST1] and I am a [TITLE OF HOST] from [NAME OF YOUTH REPORTER GROUP]. You're just in time for an awesome show here at [NAME OF SCHOOL] all about a topic that probably one way or another has affected us.

Host 2: And my name is [NAME], I am a [TITLE OF HOST] from [NAME OF YOUTH REPORTER GROUP] and today's show is all about how young people can access resources and develop awareness about how they can lighten their ecological earth footprint by reducing the amount of clothes waste on the earth. How? We're going to dive deep into the how and why during this dialogue. But we want to hear from you as well!

Host 1: That's right! We'll be talking about why it's important that young people are not contributing to landfills by buying new clothes every month as trends change. Or throwing away old clothes instead of recycling them.

Host 1: That's right, we'll also be talking about why it's so important that young people consider the way they treat clothes from the time they buy them all the way to how they dispose of them. Here's a not so fun fact - people in Tanzania the demand for clothing is growing fast. Without a change in our behaviour as consumers, the clothing industry could be using up 26% of global carbon budget by 2050.

Host 2: Wow! That means we'd contribute 2% towards global warming. Not cool! Today, we'll be focusing on the people who buy, sell and wear clothes in our community. Almost everybody wears clothes, but how many of us are aware of the journey these garments have been through to get to us? And

how many of us are thinking of disposing of them in an earth friendly way once we no longer want/need them? To do that, we are sharing the voices of our community to tell us how social media, advertising and brands are consumed by all people young and old in our everyday lives. We're bringing you the much needed information to start open conversations around marketing, clothing and fashion.

Host 1: Let's hear more on what people think about marketing, clothing and fashion.

[PLAY PRE-RECORDED AUDIO]

[ENGAGE AUDIENCE BY ASKING QUESTIONS AND GIVING THEM A CHANCE TO SHARE THEIR THOUGHTS ABOUT WHAT THEY'VE HEARD]

Host 1: Wow! That was really interesting! There's a whole lot more to marketing and the world of clothing than you might think.

Host 2: Exactly right! We, as young people, have the right to access information that can benefit our well being today and down the road. Imagine having the knowledge on textile industries, fast fashion and so much more!

Host 1: Definitely! Now let's get more information from our guest speaker today who is a textile designer. She will help us understand more about creating eco-friendly clothing. She will also talk about this phrase [ecological footprint]. Later on, we will have a quiz about that word and much more! Don't go away!

[INTRO TO GUEST SPEAKER]

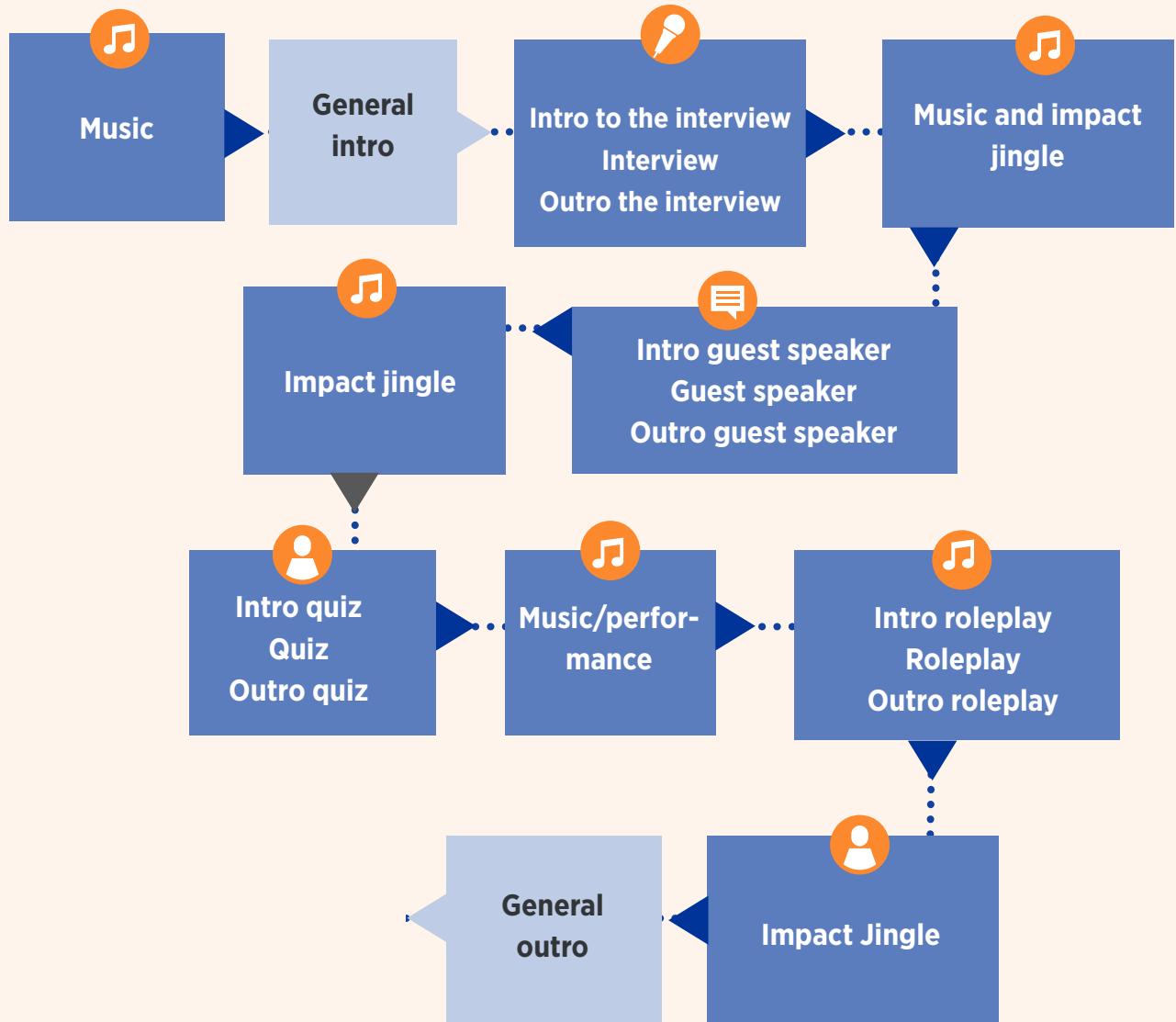
[GUEST SPEAKER]

[OUTRO TO GUEST SPEAKER]

OUTREACH OUTLINE

An outreach plan helps you stay on track during your event. It is a list of the activities and the order in which they will happen in the outreach activity. Allocate a time to each item so that you keep to the time allocation of the outreach activity.

Below is an example of an outreach plan that is one hour long.



ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.

If any incorrect information comes up in any of your formats, like the quiz, role-play or panel discussion, you must correct it. Don't let your audience leave with myths.

Once you've finalised your script, your performance artists, your outreach outline and prepared all your formats, it's time to start your live event! Enjoy!