



Call2Nature

WP4 Connected Activity Inclusive online campaigning

PROJECT REFERENCE NUMBER:
2022-1-IT03-KA220-YOU-000085032



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The idea of the Connected Activities is to complement the modules developed, as well as mirror WP3's manual to provide trainers and young people with material to embrace the digital world as a tool to do good in the physical world. These "activities" can be an adaptation of your WP3 activities to the digital world when possible, and reflect on the way the natural world and disconnection from the digital world in WP3 can lead to an improved knowledge on how to employ the digital world as a method to promote nature and change our attitudes in WP4.

Competence Area	Green Networker		
Topic	<i>Inclusive Online Campaigning</i>		
Transversal competence(s)	☐ TEAMWORK ☐ CRITICAL THINKING ☐ FUNDING ACQUISITION	☐ EMPATHY & RESPECT ☐ BIODIVERSITY ☐ SUSTAINABLE DEVELOPMENT GOALS	☐ SENSE OF INITIATIVE ☐ LEADERSHIP ☐ INNOVATION
Name of the activity	Exploring inclusive online campaigning		
Learning Outcomes	• Understand the importance of inclusive representation in online campaigns • Analyze strategies employed by companies to represent minorities in an empowering manner. • Develop critical thinking skills by discussing the impact of such campaigns on society. • Enhance awareness of diversity and inclusion in marketing and advertising.		
Methodologies used	• Dialogue and Discussion • Peer-to-Peer Learning • Online campaign		

Step By Step Description

Step 1: Introduction (10 min).

Begin with a discussion on the importance of inclusive representation in online campaigns.

Step 2: Watch the Apple commercial (5 min)

Step 3: Discuss (20 min)

- How does Apple's campaign represent diversity and inclusion?
- Do you think the portrayal of minorities in the campaign is empowering? Why or why not?
- What specific visual elements or messaging in the campaign contribute to its inclusivity?
- How does Apple's campaign challenge stereotypes or traditional representations of minority groups?
- What impact do you think this campaign might have on viewers, particularly those belonging to minority communities?
- Can you identify any potential criticisms or shortcomings of Apple's approach to representing diversity in this campaign?
- How does Apple convey its message of inclusivity?
- In what ways does this campaign resonate with Apple's brand identity and values?

Step 4: Provide students with context to the Pepsi commercial (5 min)

Aired shortly after the murder of George Floyd. The commercial imitates Baton Rouge protest: Famous photograph taking of Ieshia Evans confronting police and being arrested.

Step 5: Watch Pepsi commercial (5 min)

Step 6: Discuss (20 min)

- What is the central message or theme of the Pepsi commercial?
- How does the commercial portray the relationship between protesters and law enforcement?
- What symbolism is present in the scene where Kendall Jenner offers a Pepsi to the police officers?
- Do you think the commercial accurately represents the dynamics of real-life protests and interactions with law enforcement? Why or why not?



	• What role does celebrity endorsement play in the commercial? • How might different audiences interpret the commercial based on their own perspectives and experiences? • Does the commercial trivialize or simplify complex social issues such as police brutality and activism? Why or why not? • How do you think members of the Black Lives Matter movement might respond to this commercial? • Can you identify any potential consequences or criticisms of the commercial's message? • In your opinion, what could Pepsi have done differently to create a more respectful and effective advertisement around the theme of social activism? Step 7: Discuss the role of consumers in challenging harmful narratives and advocating for positive representation.
Required Materials	Projector or screen to display the commercials: Apple campaign: https://www.youtube.com/watch?v=8sX9IEHWRJ8 Pepsi campaign: https://www.youtube.com/watch?v=uwvAgDCOdU4
Activity Evaluation/ Reflection	Encourage students to reflect on the importance of challenging harmful narratives and promoting inclusivity in advertising and media.
Useful Resources	





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