WELCOME!

CAMP ONE PLANET

Messaging Bootcamp!
Our House Rules!
Timing is strictly enforced!

Please suggest a solution for every challenge you present!

= the global commitment to SCP

= the network that is implementing the 10YFP commitment

= the One Planet network website

www.scpclearinghouse.org

www.oneplanetnetwork.org
...OR PAY UP BY:

Singing

Or

Dancing!
If you haven't done so already, please go to www.menti.com (on your computer or phone) and enter the code 845159 to be able to share your insights instantly!

Vote & Share!

Please note: All of your insights are 100% anonymous, so there is no need to sugarcoat your thoughts! Please share what you genuinely think in order to help us all strengthen our messages!

*If you would prefer, you are also invited to write your notes onto the Post-it notes provided on your table and submit them to
One planet
eat with care

Thematic 60 second Pitch!
After each pitch please write down your feedback for the programme on a post-it note.
How would you rate the current food systems pitch?

- Was the pitch efficient? 6.1
- Was the message clear? 6.4
- Do you want to know more? 6.8
Did you learn anything new from the Food Systems pitch?

19 Yes
20 No
What 3 words do you remember the most from the Food Systems pitch?
Thematic 60 second Pitch!
After each pitch please write down your feedback for the programme on a post-it note.

60 seconds

Reflect!
How would you rate this Lifestyles & Education pitch?

- **Was the pitch efficient?**
  - Not at all: 6.9
  - Extremely: 7

- **Was the message clear?**
  - Not at all: 7
  - Extremely: 7

- **Do you want to know more?**
  - Not at all: 7.1
  - Extremely: 7
Did you learn anything new from the Lifestyles & Education pitch?

Yes: 22
No: 26
What 3 words do you remember the most from the Lifestyles & Education pitch?
After each pitch please write down your feedback for the programme on a post-it note

60 seconds

Reflect!
How would you rate this Buildings & Construction pitch?

- Was the pitch efficient? 7.6
- Was the message clear? 7.6
- Do you want to know more? 7.8
Did you learn anything new from the Buildings and Construction pitch?

- Yes: 33
- No: 13
What 3 words do you remember the most from the Buildings & Construction pitch?
Thematic 60 second Pitch!
After each pitch please write down your feedback for the programme on a post-it note.

60 seconds

Reflect!
How would you rate this Consumer Information pitch?

- Was the pitch efficient? 6.2
- Was the message clear? 6.3
- Do you want to know more? 6.8
Did you learn anything new from the Consumer Information pitch?

Yes: 18
No: 28
What 3 words do you remember the most from the Consumer Information pitch?
After each pitch please write down your feedback for the programme on a post-it note.

60 seconds

Reflect!
How would you rate this Tourism pitch?

- **Was the pitch efficient?**
  - Not at all: 5.3
  - Extremely: 5.3

- **Was the message clear?**
  - Not at all: 5.1
  - Extremely: 5.1

- **Do you want to know more?**
  - Not at all: 6.6
  - Extremely: 6.6
Did you learn anything new from the Tourism pitch?

- Yes: 19
- No: 28

Total: 47
What 3 words do you remember the most from the Tourism pitch?
After each pitch please write down your feedback for the programme on a post-it note

60 seconds

Reflect!
How would you rate this Public Procurement pitch?

- **Was the pitch efficient?**
  - Not at all: 8
  - Extremely: 8

- **Was the message clear?**
  - Not at all: 8.5
  - Extremely: 8.5

- **Do you want to know more?**
  - Not at all: 7.9
  - Extremely: 7.9

- Total respondents: 50
Did you learn anything new from the Public Procurement pitch?

Yes: 33
No: 16
What 3 words do you remember the most from the Public Procurement pitch?
After the pitch please write down your feedback for the secretariat on a post-it note.
How would you rate this Secretariat pitch?

- Was the pitch efficient? 6.8
- Was the message clear? 6.8
- Do you want to know more? 6.3
Did you learn anything new from the Secretariat pitch?

Yes: 6
No: 39

Total: 45
What 3 words do you remember the most from the Secretariat pitch?
Do you feel like you have a better understanding of the programmes and their work?

Based upon the pitch you just heard, are you motivated to learn more about the programme?
20 minutes

Group Exercise

Together with your team, craft 3 network-wide messages—and write them onto your post-it notes!

Nominate a notetaker and a spokesperson

The spokesperson will share your favourite message with the room!
Please enter all the messages you and your group have developed!

<table>
<thead>
<tr>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>With our current C&amp;P practices, we will soon need several planets. There is just ONE PLANET. Moving to SCP is essential for sustainability.</td>
</tr>
<tr>
<td>One planet gives you some answers and puts you in contact with other organisations addressing the same issues.</td>
</tr>
<tr>
<td>Why do you think we’re called 1 Planet Network? If we don’t act, we need 3 planets. Together we decide what actions to take &amp; offer solutions.</td>
</tr>
<tr>
<td>Overconsumption does not make us more happy and healthy. We need more attractive ways of living. ONE PLANET provides tools to make it happen.</td>
</tr>
<tr>
<td>Picture your favorite food. Now imagine life without it. Join us in our global effort to foster more sustainable consumption &amp; production.</td>
</tr>
<tr>
<td>Behaviour change facilitates the move beyond purely GDP measures even if it may look expensive in the short term.</td>
</tr>
<tr>
<td>We need to change the way we eat, build, travel, buy and live, because there is only one planet.</td>
</tr>
<tr>
<td>The ONE Planet Network is committed to drive this change for everybody, everywhere, forever.</td>
</tr>
<tr>
<td>Do you know we need 3 planets to sustain us in 2050 if we follow business as usual.</td>
</tr>
</tbody>
</table>
Please enter all the messages you and your group have developed!

When we talk about sustainability, we are talking about the basic fundamentals of our lives. We are talking about the ways in which we interact with the natural environment and each other. Sustainability is about living in a way that is not harmful to the environment or to other people. It is about making choices that are good for the long-term health of our planet and all who inhabit it.

One planet, one network is bringing together we can address the challenges of sustainability. We are a global network of NGOs, businesses, and other key stakeholders. We are committed to working together to drive change for everybody, everywhere, forever.

The challenges are not small, and they require harmonized efforts that speak with one voice. We only have one planet, let's handle it with care.
You make choices on how you live and work. You understand what you do can have a big impact on the planet. You can transform your planet. You can do it responsibly.

We are a network of people, experts, organizations, and communities working to develop and share solutions for sustainability and consumption. We encourage everyone to join us in this endeavor.

Going back to the one planet path. Together WE CAN!

Forever, connect to the One Planet network to make sure that the things
Network-wide

60 second Pitch!
The nominated spokesperson from each group will present their top message to the entire room in 60 seconds or less.
How much did this pitch speak to you?

WOW! What a pitch!

What was the message there?

- Blue Dogs & Fish: 2.9
- Watermelons & Clouds: 3.3
- Cherries & Porcupines: 2.7
- Oranges & Turtles: 3.2
- Red Snails & Yellow Chicks: 3.6
- Green Mice & Yellow Rabbits: 3.2
- Blue Birds & Red Flowers: 2.4
15 minutes

Discuss

Feedback from the Chairs of the Meeting + Q & A

Do you feel like you the network-wide pitches you heard today are representative of our network’s key messages?

Are the messages from the pitches transferable? (Would a new brand ambassador be able to remember them?)
THANK YOU!

SEE YOU SOON!