

A Bee Campaign

An activity of "Saving the bees"

1. Read "**Saving the bees**" (page 19, *What's Up* September 2019) to learn about the importance of bees and what Bavaria is doing to help them to survive.
2. In pairs, discuss the role of bees in keeping the Earth healthy.
3. Then, create a campaign to share this knowledge with others.



Through your campaign,

- explain why bees are so crucial to our world
- show your admiration for Bavaria for taking responsibility for our planet's future
- appeal to your audience to emulate the spirit of the Bavarians
- teach others what we can do to help.

You may write short speeches, create posters and pamphlets, or even hats and other props to communicate your campaign messages.

If you have access to computers, you can choose to craft a media campaign — craft digital posters, video content, social media posts, and so on.

OUR CAMPAIGN PLAN

1. *Who is the target audience for the campaign?*

2. *What language(s) will we use to reach our audience?*

3. *How will we gather facts and figures about bees?*

4. *When will we roll out our campaign? And, for how long?*

5. *How will we communicate our messages?*