



What is This Activity?

You are going to **plan, film, and produce a short video** that encourages people to correctly sort their waste – with a focus on proper use of the Garden Organics (GO) bin.

Your video should persuade people to change their behaviour – just like a TV or social media advertisement – using creativity, teamwork, and clear messaging.

Your Challenge

Create a short **persuasive** video (up to 2 minutes) that explains why garden organics matter and **how** people can correctly dispose of them.

Step 1: Understand Persuasive Techniques

Your video must use **at least one** of these techniques:

Authority

A trusted expert explains the message.

Example: A gardener, scientist, or council expert talking about the value of garden organics waste.

Bandwagon

“Everyone’s doing it – you should too.”

Example: A school or neighbourhood where correctly disposing of garden organics is normal.

Slanted Language

Using emotional words to influence feelings.

Positive: fresh soil, healthy plants, rich compost.

Negative: wasted garden organics, smelly bins, landfill contamination.

Side-Tracking

A funny or indirect story that still delivers the message.

Example: Leafy the fallen leaf dreamed of becoming compost, but one wrong toss sent him to landfill instead of the Garden Organics bin.

Step 2: Choose Your Topic

Select **one** focus for your video:

- ☐ What belongs in a GO bin (and what doesn't)
- ☐ Why garden waste is valuable
- ☐ How garden organics are processed after collection
- ☐ How compost helps gardens and plants
- ☐ Reducing contamination in GO bins
- ☐ Why putting garden waste into the GO bin helps reduce landfill



Step 3: Plan Your Video

Audience:

Who are you trying to persuade?

☐

Families

☐

Gardeners

☐

Students

☐

Households

Style:

What will your video feel like?

☐

Funny

☐

Dramatic

☐

Musical

☐

Informative

☐

Mock advertisement

Key Message:

What is the ONE thing you want people to remember?

Step 4: Write a Script

Answer these questions:

- Who are the characters?
- What are they doing?
- What are they saying?
- How does your persuasive technique appear?

Step 5: Create a Storyboard

Sketch your video shot-by-shot.

For each shot, include:

- Who is in the shot
- Shot type (close-up, medium, wide)
- What is happening
- Dialogue or text on screen



Step 6: Assign Roles

Everyone must have a job:

- | | | |
|---|---------------------------------------|---|
| ☐ Director | ☐ Editor | ☐ Location Scout |
| ☐ Camera Operator | ☐ Scriptwriter | |
| ☐ Props/Costume designer | ☐ Actors | |

Step 7: Rehearse and Film

Before filming:

- Practise your lines
- Check timing (under 2 minutes)

While filming:

- Choose good lighting
- Reduce background noise
- Speak clearly and confidently
- Keep camera still

Reflection Questions

Answer after completing your video:

1. Was your video persuasive? Why or why not?
2. Which persuasive technique was most effective? Why?
3. How could you improve your message for a real audience?