YOUR PROJECT’S AIM AND MAIN MESSAGE

What’s your aim?
(Make it realistic and measurable, eg over the next six months we will convince 80% of the community to regularly buy recycled paper products.)

What’s your main message?
(Make it appeal to your audience’s values and keep it to 25 words or less.)

How much do you already know about the topic? Where can you find more information?
Brainstorm!