

## Your slogan for water protection

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Good slogans help raise the attention of friends, family, colleagues, neighbours and your community, they also inspire you in your action for water conservation. This module helps you create slogans for your Big Jump.



Source: <https://twitter.com/aisyahecaca> [3.07.2014]

Before you develop your slogan it is helpful to inform yourself about water conservation at your river or lake, and in Europe more generally, and to take some time to reflect on why water is important for you. That's why you might also choose to proceed with the Water Policy Tool or the Water Ethics Tool, and develop a slogan afterwards. Alternatively you can take a look at the homepage of the human right to water initiative <http://www.right2water.eu/>, let yourself be inspired by the many past entries on the Big Jump Challenge facebook page: <https://www.facebook.com/BigJumpChallenge>, entries on the European Big Jump homepage <http://www.rivernet.org/bigjump/welcomed.htm> or the latest news from the Save the Blue Heart of Europe campaign <http://www.balkanrivers.net/en>.

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## Developing a slogan (1 hour)

*In preparation for this session participants can do the following:*

- a) Consult some homepages with slogans:

<http://www.pollutionpollution.com/2014/03/100-slogans-on-water/>;

<http://waterslogans.com/>

- b) Listen to songs that might inspire your slogan. Here are some suggestions:

Gregory Porter – *Liquid spirit*; Tracy Chapman – *Talkin' bout revolution*; Johnny Cash – *Don't go too near the water*; Bob Dylan – *Masters of War*

- c) Read some inspirational poetry. Examples include:

*Prophecy of the Cree* (widely circulated under this name even though the precise origins are contested): Only after the last tree has been cut down / Only after the last river has been poisoned / Only after the last fish has been caught / Then will you find that money cannot be eaten

*Feel like a river*, Kendra Tyler: Sometimes I feel like a river polluted, angry, ranging, uncaring and unfeeling. I feel like drowning myself! I feel like rising up. I am a tide of emotions, when I feel like a river. When I feel like a river, I want you to come in and explore something, it may scare you, some may delight and mystify you. But I need you to keep fishing when I feel like a river.

*In the session:*

- 1) Take some time to
  - think of the specific issues in your river or lake or that of your partners' that you want to address.
  - Think of whom you want to address with your slogan. Is there somebody (persons, social groups, government authorities, parties etc.) that specifically should hear your message?

Each participant writes down his or her favourite key word(s) for the Big Jump and water conservation on a card (one word each).

- 2) After everyone has done this, one student comes to the front of the class with her card, e.g. RIVER. The other students should think about their own words on their cards and if it could fit with the first one in the front. For example, another student comes in front of the class with the word HEART, and a third one with the word CITY. Now you can think of your first slogan: RIVER IS THE HEART OF THE CITY.
- 3) Keep playing with the words and creating new slogans.

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- 4) Try to find at least one slogan (or more) that you can use for signs and flags, or to pass on to your partner. Remember that on signs you can usually put one slogan in the front and one in the back.

## *Tips for slogans:*

- Do not choose too many words per slogan. Keep it simple with a minimum of three and no more than ten words per slogan. Simple and short messages work best and are easier to put in BIG LETTERS on the signs. Messages that are too long may not be legible at a distance.
- Your slogan should be simple and concise – let yourself be inspired by poetry and music! A good slogan directly moves you toward your cause.
- Play with the words to find a slogan that everyone can remember easily and that focuses on the main issues you want to address.

If you are in a large group you can also do this exercise first in smaller groups and then collect all slogans.

## **Examples of key words:**

Industry, Nature, Boats/Ships, Regeneration, Policies, Kids, Importance, Techniques, Acid Rain, River (water), Dirty, Pollution, Corruption, Environment, Health, Agriculture, Basic Needs, Future Generation, Present Generation, Waste Water, Water Treatment, Death, Life, Diversity, Biology, Protection, Chemistry, Ecology, Economy, Water Quality, Toxic (substances), Animals (fish), Organisms, Plants, Drinking Water, Clean, Sustainability, Exploitation, Revolution, Justice, Irrigation, Dams, Canals, Banks, Routes, Transportation, Sea Bed, Marine, Oxygen, Carbon, Sediment, Sea Level etc.

**Task Submission:** Once you have decided on a slogan, put it on your team profile online.

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## Slogan 2.0: Create a banner and display your slogan on your team photo

Once you have a slogan, you can use it in many ways, for example, for a press release or for a facebook group around your Big Jump, e. g. you can carry them on the way to the Big Jump or use them as a way to indicate to people at a busy river or lake embankment where the Big Jump group meets. And of course you can use it for your team photo!



To this end you can write your slogan on flags, signs and banners:

*Materials for crafting flags:* marker, paper, glue, material colour, wooden stick

1. Cut your paper and wooden stick into the appropriate size and shape required.



2. Apply glue to the stick and paper and gently roll on the paper

Make sure every student is involved in the process.

Design the papers into different shapes to make the writing more visible to all.

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3. Paint the flag and make it attractive to the audience



4. Write the slogan clearly with a marker

Source: <http://www.wikihow.com> (3.7.2014)

For further suggestions on how to craft signs, please have a look at:  
[http://ruckus.org/downloads/RS\\_ActionVisuals.pdf](http://ruckus.org/downloads/RS_ActionVisuals.pdf) (3.7.2014)

*This module draws on ideas worked on by Joseph Cole (Sierra Leone), Lea Kupke (Germany) and Manzar Rezaee (Iran).*