Act Before the Game is Over

Creating Powerful Climate Slogans

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Welcome Norway!

Bringing Nordic perspectives on sustainability and environmental stewardship to our collaborative project.

Welcome Turkey!

Contributing unique insights bridging European and Asian approaches to climate action.

Welcome Belgium!

Sharing experiences from the heart of Europe where climate policies are actively shaped.

Together, we'll create impactful climate slogans that transcend borders and inspire action!

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What is a Slogan?

Definition

A slogan is a short, memorable phrase designed to capture attention and communicate a key message quickly.

Purpose in Activism

- Rally supporters around a cause
- Make complex issues simple
- Create emotional connection
- Spread awareness rapidly

Climate slogans transform scientific data into rallying cries that motivate people to act before it's too late.



Famous corporate slogans



JUST DO IT.

It's finger lickin' good

FedEx

When it absolutely, positively has to be there overnight.

Walmart

Save money. Live better.

Famous Climate Slogans That Changed the World

"There is No Planet B"

Simple yet profound - reminds us Earth is our only home. Used worldwide at climate protests.

"How Dare You!"

Greta Thunberg's powerful challenge to world leaders became a global movement slogan.

"The Climate is Changing, Why Aren't We?"

Questions human inaction while acknowledging the urgency of environmental changes.



The Anatomy of an Effective Slogan

01

Keep it Short

3-7 words work best. People should remember it instantly and easily share it with others.

02

Make it Memorable

Use rhyme, alliteration, or rhythm. Think "Reduce, Reuse, Recycle" - the repetition sticks.

03

Include Action

Tell people what to do. Use strong verbs like "Act," "Save," "Protect," or "Change."

04

Create Urgency

Climate change demands immediate action. Words like "now," "before," or "urgent" motivate people.

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Cultural Considerations

Making slogans resonate across Norway, Turkey, and Belgium

Universal Themes

Focus on shared values like protecting future generations, preserving nature, and ensuring survival.

Avoid Complex References

Skip cultural jokes or local sayings that don't translate. Keep language simple and direct.

Use Global Symbols

Earth, sun, water, and trees are understood everywhere. These images cross all cultural barriers.

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Brainstorming Techniques

Transform climate facts into catchy phrases

Start with Facts

Global temperatures rising, ice caps melting, extreme weather increasing, fast fashion, etc.. What specific problem will you address?

Find the Emotion

How does this fact make you feel? Angry? Scared? Hopeful? Use that emotion to fuel your message.

Create the Call

What specific action do you want people to take? Be clear and direct about the next step.



Workshop Time!

Draft your first climate slogan ideas

1 Choose Your Focus

Pick one specific climate issue: rising seas, extreme weather, fossil fuels, biodiversity loss or another issue related to our ecological footprint or sustainability.

2 Write 5 Different Versions

Don't stop at your first idea. Write multiple options and compare them for impact and clarity.

3 Test the Sound

Say your slogans out loud. Do they roll off the tongue? Can you imagine people chanting them?





Peer Review and Feedback

Testing your slogans with the group

Give Feedback

- Is the message clear?
- Would you remember it tomorrow?
- Does it motivate action?
- What emotions does it create?

Receive Feedback

- Listen without defending
- Ask specific questions
- Note what resonates most
- Consider cultural perspectives

Remember: Great slogans often come from refining good ideas through collaboration and feedback.

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Final Presentations

Share your climate slogans with impact

Present with Passion

Explain why your slogan matters and how it can inspire climate action in your community.

Share the Story

Tell us about your creative process and what climate issue inspired your powerful message.

Plan Next Steps

Discuss how you'll use these slogans in your local climate activism efforts back home.

Together, we've created messages that can truly help us act before the game is over!



Sources

Images:

https://cdnuploads.aa.com.tr/uploads/Contents/2021/12/25/thumbs_b_c_529bf3bccad7d901e64b41a8fefa734d.jpg?v=105136 (slide 3)

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