ELEPHANT CONSERVATION PROJECT

### **Task**: Create a compelling video where you act as a conservation activist trying to persuade the public to act on a threat impacting elephant survival. This can be framed as a social media campaign, a video letter to the UN, or an advocacy speech for a public awareness event.

### **Step 1: Identify the Threat**

What threat are you focusing on?  
 ▢ Poaching (illegal ivory trade)  
 ▢ Habitat loss (farming, logging, development)  
 ▢ Human-elephant conflict  
 ▢ Climate change  
 ▢ Captivity & animal tourism  
 ▢ Other:

**Step 2: Investigate the Impact**

1. What is the *root cause* of this threat?

2. How does this threat affect elephant populations?

3. How does this threat affect the *entire ecosystem* or other species?

### 

### **Step 3: Propose a Solution**

What is your proposed solution?  
 (Choose one or combine several approaches)  
 ▢ Law or policy change  
 ▢ Education campaign  
 ▢ Conservation program  
 ▢ Technology-based solution  
 ▢ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Describe how people can take action with your solution:

### 

### **Step 4: Design Your Action Plan**

1. Who needs to be involved? (Circle all that apply)  
 Governments  Local communities  Scientists  Nonprofits  Students

Other: \_\_\_\_\_\_\_\_\_\_

2. Fill out the table below with 3-5 steps to implement your action plan.

| **STEPS FOR YOUR ACTION PLAN** | | |
| --- | --- | --- |
| **STEP** | Describe the Step | Needs |
| **1** |  |  |
| **2** |  |  |
| **3** |  |  |
| **4** |  |  |
| **5** |  |  |

3. What obstacles might get in the way and how can they be overcome?

### **Step 5: Write your Video Script**

**Title:  
Length:**

**Visuals:**

**Audio (Voiceover or Dialogue):**

Hook:

Problem Statement/Cause:

Solution:

Call to Action:

Closing: