

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: