Open your presentation

Ideas for Team Name:

1. TEACH (trevor, emer, alyson, Colm, Hugh)
2. CHEAT ( same )

Ideas for team motto:

1. TEACH don’t CHEAT
2. Idea 2

Attention - grab it

Facts:

E.g.

* Play off some measure of environmental degradation against some measure of behavioral change in the population

An accusation:

* Such and such is happening because of climate change and its all your fault
  + Repeat several times

Story:

* A well known story/allegory about change that seemed complex but was simple in retrospect.

Question:

* Literally ask the question that we are answering ‘who’s fault is it? Or Who can change the outcome?’ - the answer may in the end come back to ‘us’ by doing the right thing and putting pressure on politicians rather than making questionable decisions about which brands of xyz to use.

Compare to COVID interms of human impact - millions at risk of death or displacement

Credibility - establish it

Difficult in such a technical and political field …

There are 2 PhDs on the team but in unrelated fields and I think we both shudder at using the title to establish credibility ..

I might be able to get some academics in the field to ‘approve our message’ :D

Audience - how will they benefit

* Reduce your guilt
* Simplify your actions
* Channel you passion and anger - you can’t do that with paper straws :)

BODY

Some point possibilities:

1. Highlight the current state of affairs - emphasis on individual action
2. Illuminate source of this state of affairs
3. Show the alternative
4. ‘Prove’ the alternative with examples
5. Tell you what to do

THE ACTUAL TALK (not part of this assignment)

1. Examples of where government has waved a magic wand
   1. Plastic bags
   2. Smoking ban
   3. COVID
2. Origin of the invidualist message - Royal Dutch Shell
3. How market forces produce differentiation …
   1. if brand A goes green and (even temporarily) has to raise prices, cheaper non-green brands are more differentiated on price which remains a powerful driving force
4. Many ‘eco’ alternatives produced by marketing are less eco-friendly than the originals