



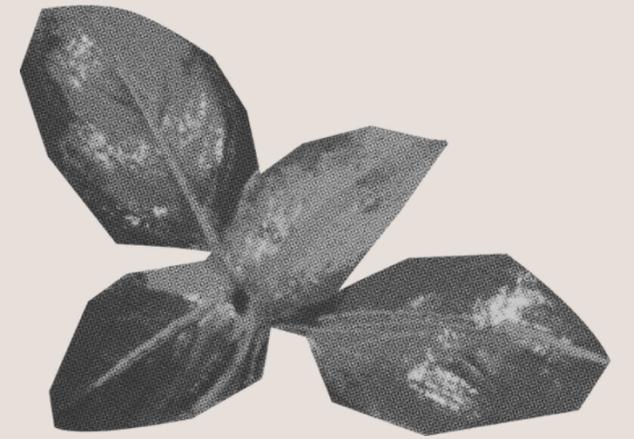
Sharing lesson:

ENVIRONMENTAL CAMPAIGN



Presented by: Chintanaphone Keovichith, LFA

AGENDA

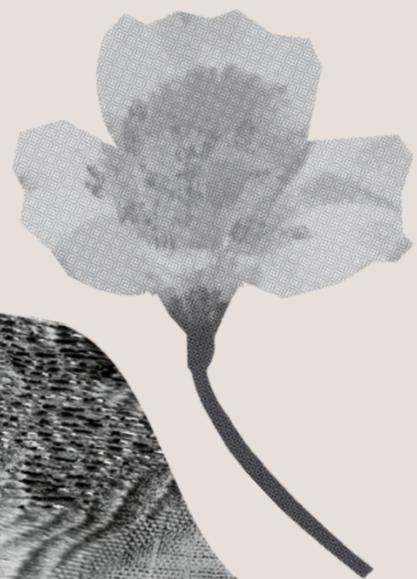


1 Introduction to Environmental campaign

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3 Plan Activities

LFA campaign sample **4**



INTRODUCTION TO ENVIRONMENTAL CAMPAIGN



Campaigns are powerful tools to raise awareness, influence policy, and mobilize communities.

The 26th UN Climate Change Conference of Parties (COP26)

[WeAreWatching](https://wearewatching.org/)

together we can hold leaders accountable.
<https://wearewatching.org/>





STEPS TO MAKE A CAMPAIGN



4 steps:

- 1. Identify the Issue**
- 2. Know Your Target Audience & Partners**
- 3. Develop Key Messages**
- 4. Choose Campaign Channels**



PLAN ACTIVITIES

WeAreWatching Campaign for
COP26 used:



1. storytelling videos +
2. national dialogue +
3. International dialogue through partners.



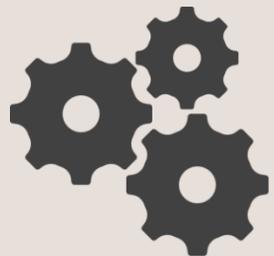
LFA CAMPAIGN



FARMER'S VOICE



NO FARMER NO FOOD NO FUTURE



POLICY DIALOGUE SESSIONS

1. National dialogue
2. Write news/article post in Lao/Eng
3. Join International dialogue



ຕົ້ນທຶນແພງໆໆໆໆ

ຊາວສວນຈະລອດຫລີບ?

LIVE ວັນສຸກທີ 24/06/2022 ເວລາ 10:00-11:00 ໂມງ



WHAT MAKES A CAMPAIGN SUCCESSFUL?



Strong, emotional message



Real farmer stories



Good visuals (photos, short videos)



Collaboration with partners



Consistency (posting weekly)



Linking field realities to national policy



**IT'S TIME TO
TAKE ACTION!**



Contact us at Lao Farmer Association