

Sample Campaign Plan
“We sing for our land and mountains”

By

Nandita Natarajan

Introduction

I am a professional singer, performing arts teacher and musical director as well as an environmental activist based in Geneva, Switzerland. I met Dr Jane Goodall at age 15 and that changed my life. Today, I pass on my passion for music to kids from all backgrounds and we perform to raise awareness about the environment.

What?

I. Vision and community need

My vision is to contribute to a more compassionate world that is kinder to humans, the environment and animals using music and singing as tools for change.

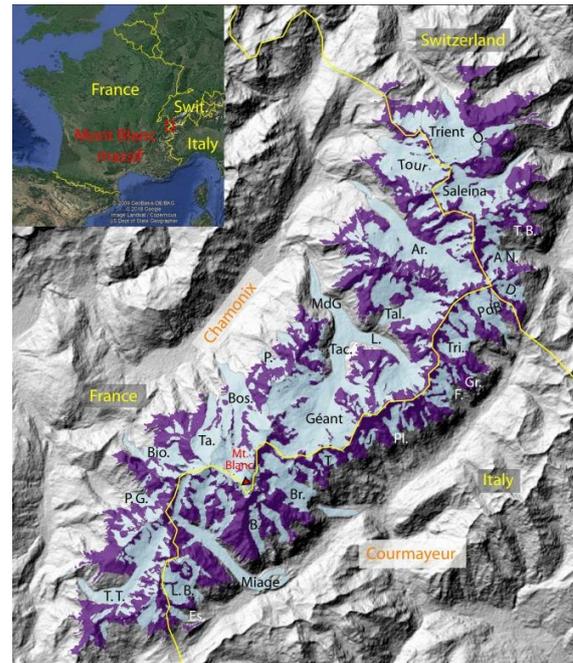
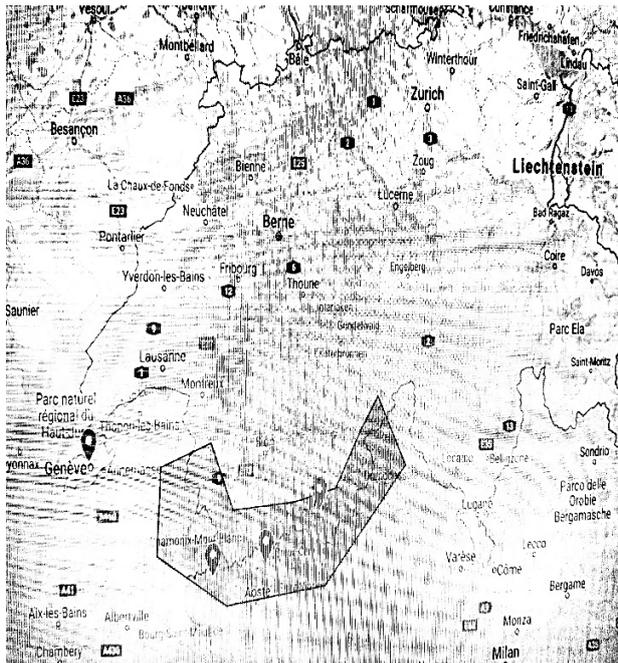
For the last four years, Swiss scientists have continually battled to warn about the consequences of global warming on the glaciers in Switzerland. In six years, we have lost 52% of the glaciers in my region, and this has had catastrophic consequences for the people living near the mountains. Many villages have had to shut down and people evacuated due to landslides, leading to a loss of home and livelihood for those depending on alpine tourism. Traditions and ancestral knowledge are being lost as most people have to relocate to cities.

Thousands of wild animals have also lost their homes as a consequence of the destruction of forests and landslides. In turn, wild birds (eagles, owls, falcons and raptors) have invaded nearby cities, causing a lot of problems for the population. Moreover, the numbers of wolves and bears have severely declined in the regions of Planpincieux and Tourtemagne.

Similar problems are now also arising in Mont Blanc and the Alps. Despite the best efforts of scientists, the Swiss authorities do not seem to be taking the problem seriously nor do they appear to be aware of the urgency of the situation for future generations and the future of the country.

This is the reason why we decided it is time for action!

Landslides locations



II. Short-term campaign goals

My students and I would like to organise a series of concerts in Geneva and all over Switzerland to raise awareness on this issue and the importance of preserving Swiss natural resources and ancestral traditions for future generations. The concerts will aim to attract the attention of the public, the media and local newspapers about the urgency of the situation. We would also like to invite Swiss musicians and traditional singers from the regions impacted by the landslides to perform with us.

III. Long-term goals - objectives and impact of the campaign

- Set up a long-term campaign to promote the preservation of the Swiss fauna and flora.
- Raise awareness about the impact of global warming on our glaciers.
- Encourage our government to act and inspire Swiss people to choose a more sustainable living.
- Encourage schools to set up an environmental education program for the youth.
- Form an association for committed Swiss artists who want to dedicate their art to environmental awareness.

IV. Challenges

I have not yet encountered many challenges with the project since we are only at the beginning; in fact, a lot of people are very enthusiastic about our campaign because they feel it is an important matter for the country. Many parents and volunteers have already expressed their wish to get involved and support us.

The main challenges are the availability of the campaign site, restrictions due to COVID-19, obtaining permission from parents/guardians for children to perform outside of a school setting and securing transportation for group members.

Impact of global warming on Swiss glaciers



Glacier landslide, Planpincieux – 2018



Glacier landslide, Mont-Blanc – 2020



Grissons, 2019



Tourtemagne, 2020



The Alps, 2019



Chamonix, 2018

Consequences of global warming on people, animals & the environment



Destruction of people' homes (Tourtemagne)



Villages evacuation (Planpincieux)



Wild wolfs looking for food in villages



Wild brown bear found in cities



Wild falcons invading Swiss cities



Thousands of wild animals found dead

V. Community mapping

Based on our community mapping, we have found many existing resources that can help us to be successful in our service campaign. We contacted the [J'aime Ma Planète](#) association, who create environmental programs for the youth in Switzerland, and they expressed interest in collaborating with us.

Since I have worked within schools for many years now, the project has been very well received by the institutions and school directors. Unfortunately, however, we have been unable to start our project due to the pandemic.

As a performer, I also have many connections within the media and the United Nations who are willing to support us.

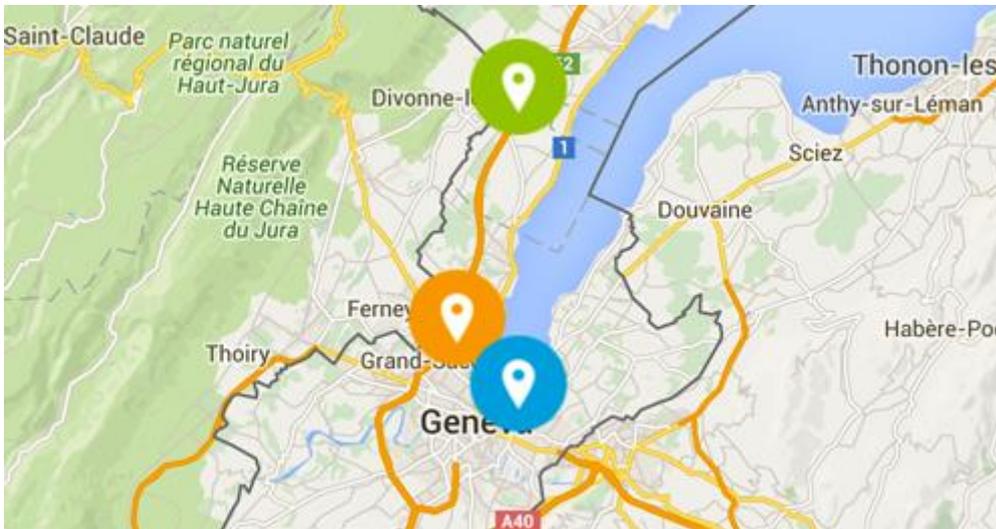
Where?

I. Location

Our campaign will start in Geneva first, and we will expand to other regions in Switzerland later.

Action plan:

- Concerts and talks within local schools in Geneva.
- Agree a collaboration with the DIP (public education board) to present our project to Geneva state
- Define a more elaborate campaign plan with the association *J'aime ma planète*
- Present our project at UN youth headquarters in Geneva



II. Availability of the campaign site

Schools and theatres have already granted us permission to use their stages. We are only waiting for the pandemic restrictions to ease to perform. We still need to request authorisation from the parents for their children to be able to perform around Switzerland and Geneva and arrange transportation for group members.

How?

I. What information will you be collecting to measure your success?

- We need to collect as much information as possible about the impact of global warming on the glaciers in Switzerland.
- Collect data and pictures.
- Meet scientists, geologists, biologists, zoologists as well as ethnologists who study the behaviour of animals.
- Collect testimonies from the villagers impacted by the landslides.
- Approach UN environmental headquarters in Geneva to bring awareness about the situation in Switzerland.
- Make appointments with government officials.
- Perform in different schools and make presentations about the situation.

II. What supplies and materials will you need for your campaign projects?

- A piano and instruments.
- Budget to print leaflets and posters.
- Rent costumes and stage backgrounds from an art company.
- Facebook/other social media page to advertise our campaign.
- A camera to document and advertise our campaign on Instagram and YouTube.
- Rent a bus for transportation.
- Book different stage slots.
- Someone to help with payments and bookings.
- A few volunteers to help with the general organisation of the concerts.

When?

Campaign timeline: Start date/completion date.

Due to the pandemic situation in Switzerland, it is difficult to fix a timeline at the moment; however, it should last approximately six months.

- We would need at least four months to prepare our repertoire.
- Then, three months to set up the organisation and advertising.

Who?

Who in your group will be responsible for the various campaign tasks?

It hasn't been decided yet; however, the tasks and designations are as follows:

- Bookings and payments.
- Fundraising.
- Advertising.
- Social media manager.
- Materials organizer.
- Campaign coordinator.
- Group greeters.