

Name:

Date:

Conservation Activity 3:

Create a storyboard for a sustainable palm oil advert

Palm oil is something which is found in many everyday products from biscuits to butter and even pet food! Sadly, palm oil which is grown in a bad or unsustainable way can destroy the homes of many animals including orangutans. Not good at all! At Tilgate Nature Centre we encourage our visitors to purchase sustainable palm oil products instead. These aren't too hard to find and even include Sainsburys, Marks and Spencer and Aldi own brand products. Some people say to avoid palm oil altogether, the problem with this is that it is actually incredibly efficient and takes up less space to grow than many other types of oils, also many livelihoods are supported by the production of the palm oil. Therefore, we believe that it's best to purchase products that, perhaps, still contain palm oil, but only if grown in a considered, thoughtful and sustainable way, supporting the environment and looking after the homes of animals.



Palm oil and palm oil fruit.

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Enter the world of television advertising and create a storyboard for your own TV advert to encourage people to purchase products containing only good/sustainable palm oil!

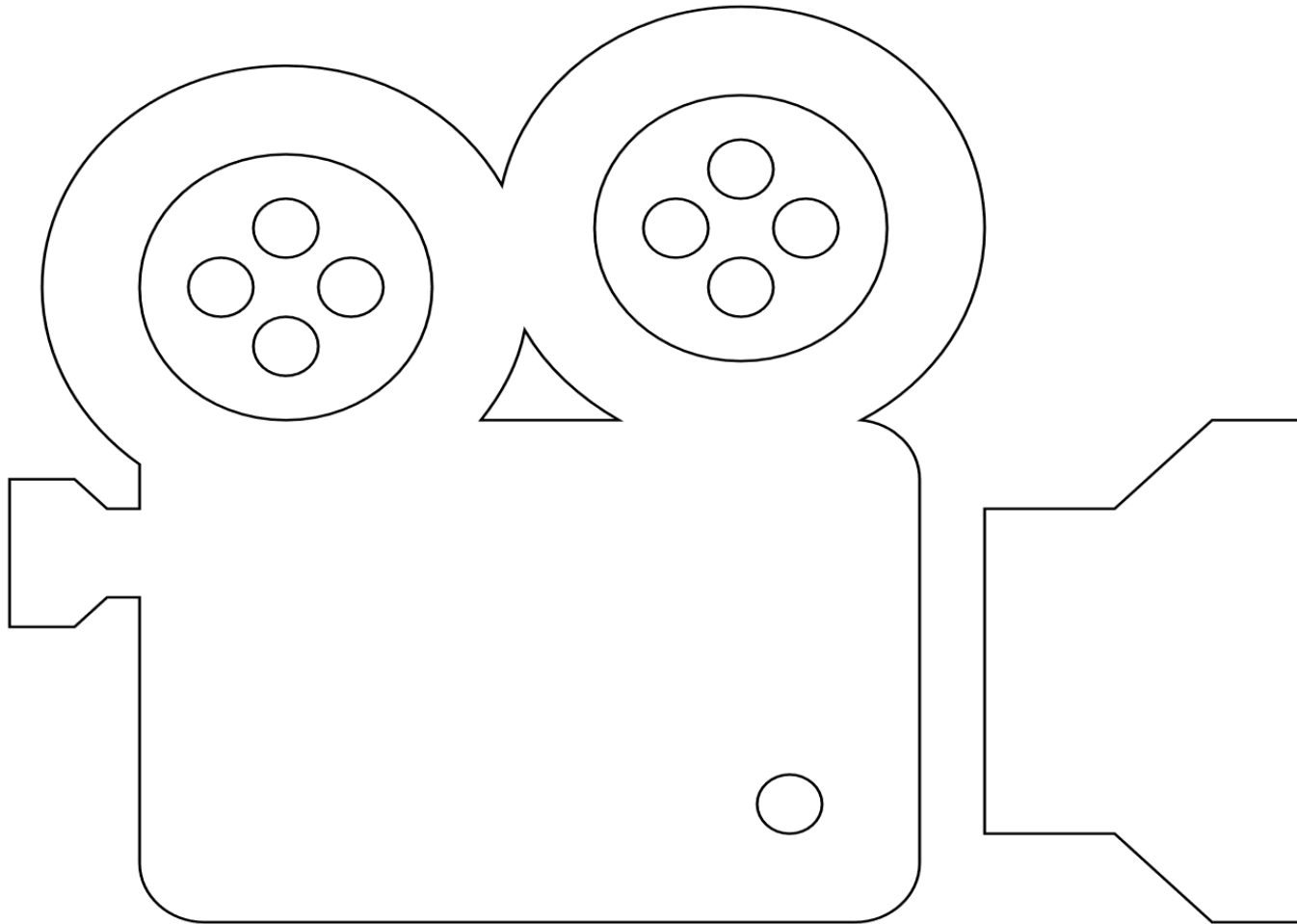
A storyboard is basically series of drawings showing the planned order of the advert.

1. Consider the following:
 - a. Think about the narrative or story that you want the advert to tell.
 - b. What characters will be in the advert?
 - c. How will your advert start and finish?
 - d. How will you make sure that the message is strong?

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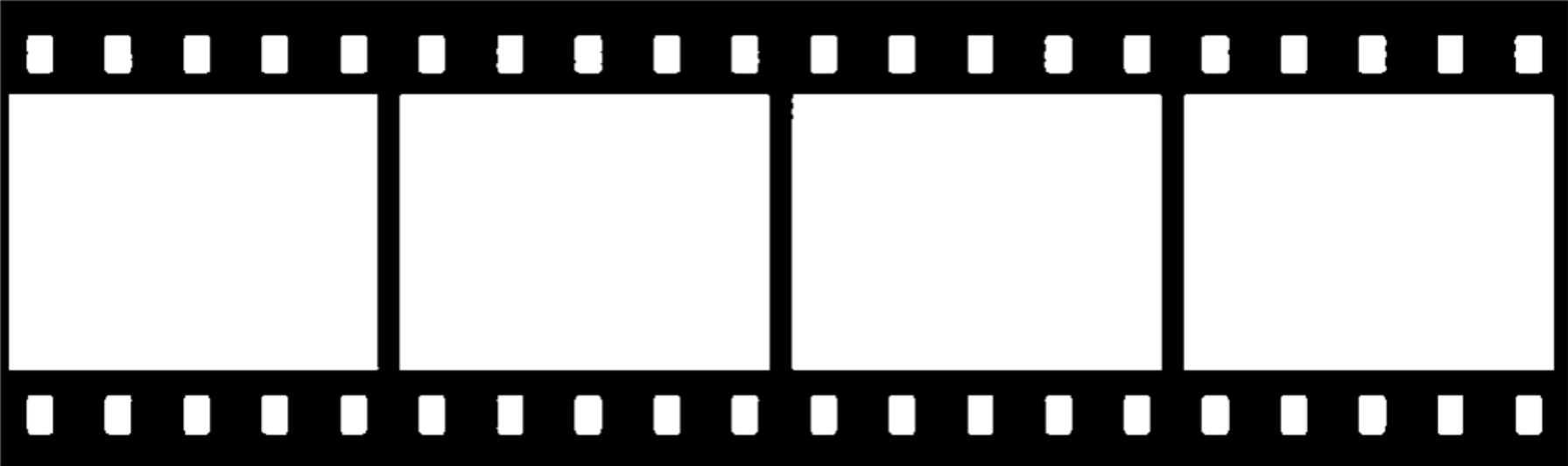
Make your initial notes and thoughts inside the camera!



2. Use the film strip to draw the storyboard for your advert. You can use the boxes underneath to explain what is happening and make any notes.

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