

Spread the Word on Composting

Your students are the best people to teach others about composting. Here are some projects they can undertake, individually or in groups, to help them do it:

- Give a presentation or workshop on composting.
- Develop a leaflet or brochure on composting.
- Publicise and promote composting.
- Promote or market compost and compost-related products.

Background Information

It's often the case that students who learn about composting and worm farming at school end up knowing more about it than their parents! That makes them very valuable as teachers in their school and community.

It is very empowering and appropriate for children to educate adults about composting and other critical earth processes.

This following project can be undertaken as a coordinated effort by splitting the class into four teams with each team taking on one part of the project. Alternatively, the whole class can do just one project.

These projects can be simplified for young students.



**SHARE AND EDUCATE
EVERYTHING ABOUT
COMPOSTING!**



Description

Students present a compost demonstrations and workshop to selected target markets at events including school fairs, community events, farmers' markets, school assemblies, or in other classrooms.

Compost Presentation

Activity

- Work together to identify the information necessary to teach someone to compost and create a checklist with information divided into categories in a logical order:
For example, the categories could be:
 - What is Compost?
 - Why Compost?
 - How to Compost?
 - Troubleshooting your compost bin.
 - Questions and Answers.
- Decide on the logistics - what teaching style will you use... a workshop or demonstration, with audience participation or presented as a lecture? How much time will you need? Will it be outdoors or indoors? How much will your audience already know? How many people will there be? What materials and visual aids will you use, i.e., drawings, demonstrations, tools, materials, etc?
- Plan your presentation.
- Assign tasks of researching, developing needed materials, and presenting then break into smaller groups to implement the plan and practice the presentation.
- Practice and rehearse the presentation, paying attention.
- to timing. Give each other feedback, refine, and make necessary changes.
- After the presentation, evaluate how it went. Write or discuss what was successful, what was not, how you felt, and what you would change if you did the presentation again.

For Younger Students

Ask your students to present their worm farm at a parent event, to another classroom, or to the teachers at lunch-time. Students could also perform a song or skit at assembly, and communicate why or how to compost at a school talent show.

**PLAN YOUR
PRESENTATION**



Description

Students prepare will a leaflet about how to worm farm or compost, combining written material and graphics, that can be distributed to other students, their families and the broader community.

This is an opportunity for students to develop their writing and creative skills through photography or illustrations and graphic design, as well as their publishing knowledge.

Compost a Leaflet

Activity

- As individuals or in small groups, brainstorm and notate the 'dos', 'don'ts' and 'how-tos' of successful worm farming or composting.
- Gather examples of magazines as well as other leaflets and informational materials from councils, garden centres etc to get ideas about different formats and styles.
- Decide on the information to be included in the leaflet.
- Decide on the format and style of the leaflet. The size and number of pages, whether it will include drawings or photos etc.
- Assign individuals or small groups to research, write, illustrate, photograph as agreed.
- Compile all the information and illustrations, and edit into a rough draft.
- Get feedback, refine, proofread, and edit again until you have a final draft.
- Produce the leaflet and consider the need for translation into different languages spoken in the community.

Other Ideas

- Draw pictures of the nutrient cycle.
- Come up with compost slogans.
- Write letters explaining why or how to compost and send them to a friend or relative.
- Produce a children's book explaining why and how to compost.

GATHER YOUR IDEAS!



The publicity project encourages students to explore different media that can be used to promote composting and advertise compost workshops, leaflets, or compost marketing projects.

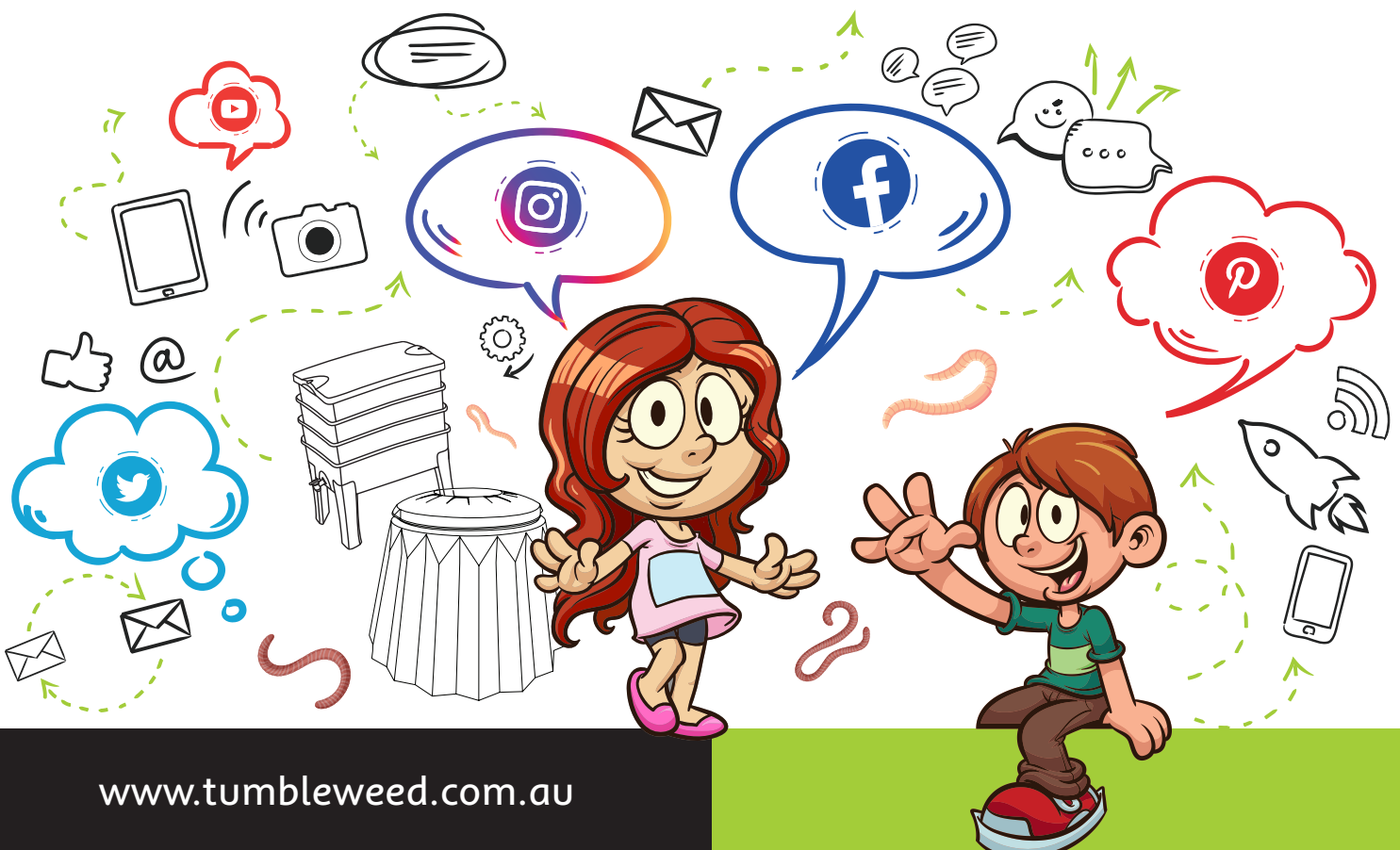


Activity

- **Decide what you are going to publicise** – is it a workshop, a new product, or the idea of composting or worm farming?
- Discuss the message you want to convey and the information people will need to know, for example, if you are going to publicise a product, you'll need to inform about what it does, why that's important, where people can buy it and how much it costs.
- **Research the available media outlets** – you can often distribute leaflets and display posters at local shops and shopping centres; use the local papers to advertise, public service announcements may be possible on radio, use word of mouth and don't forget the power of social media.
- Discuss and decide which media outlets to use then, develop your material accordingly. This may mean involve designing posters, leaflets and ads, or writing press releases for newspapers, public service announcements for radio stations, and posts for social media.
- Distribute the publicity and evaluate which media outlets were the most effective. To do this, simply ask people who buy a product or come to an event how they heard about you. Plot the responses on a chart then analyse your publicity with your group to work out what you'd do the same or differently next time.

For Younger Students

Publicity could be a compost poster contest where the posters are put around the school; an announcement in the school newsletter or a brief presentation at the school assembly to tell the school what your class is doing with composting and where interested teachers, parents, and students can go for more information. Cartoons encouraging composting can be submitted to newsletters and newspapers.



Description

Students work individually or in groups to design, create, and market items such as packaging to sell finished compost or worms in, compost T-shirts, bumper stickers, or posters. Items could be marketed at compost workshops and demonstrations or sold at fairs, farmers' markets, school fund-raisers, or door-to-door.

Marketing

Activity

- Students collect a range of packages, T-shirts, bumper stickers, and/or posters then discuss the way information is conveyed on each one – what is the message... is it price-focused; a simple 'buy this' or is there a deeper message? Which packaging and designs are most effective in gaining attention from the shelf and communicating their message – why?
- Decide how much and what type of information is to be conveyed on your packaging or product? Can you make it informational, attractive, and functional?
- Research available materials for the package or product.
- Explore the logistics; What are the costs? Are there any environmental issues associated with particular materials? How will you produce the product? How many items will be produced? Will you do the work by hand or develop the design and pay someone to do the production?
- Market your product and evaluate what worked and what did not. Ask your customer whether it is attractive, effective, whether it makes them want to buy? How do you feel it worked, and what would you change in the future?

For Younger Students

- Create packaging for earthworms or finished compost by decorating used milk cartons or ice cream cartons.
- Paint a T-shirt with a compost slogan then wear it around your school and community to market your message to friends and family.
- Create a magazine advertisement.
- Create a leaflet to promote worm farming or composting.



BE CREATIVE!

COMPOSTING AND WORM FARMING APPARELS



Support our
school fundraiser
and help us grow
awareness in
Composting &
Worm Farming!

