

SUSTAINABILITY WALL

PRESENTED BY THE SAACHI
CHHAPARWAL AND GLORIA MAK

WHY WE NEED IT?

- It is been put as part of our agenda for this year
- A source of raising awareness
- To encourage possible actions we can make (teaspoons of change)
- A source to market announce upcoming GC events
- An alternative source for the GC team to directly communicate with the school
- Update on what the GC prefects have been working on recently - making the portfolio more visable



FUTURE PLANS

- Add an interactive area onto the wall
- Add eye catching designs to the wall (employ guerrilla marketing)
- Try and include recyclable materials on the wall
- Update weekly facts/statistics on various environmental/social topics
- Take off the plastic slots for the posters



SIDE 1: WALL LAYOUT (GC JUNCTION)

Television:

- Will play all the exciting stuff happening at GC
 - GC Journals, News, Events, Announcements, Topical posters, etc

White Board:

- Interactive space
 - Answering “question of the week,” writing comments/questions about areas or themes they would like to know more about (in response to the TV display)



White board:

- Using white board instead of post-it notes prevents over use of paper
- White board is easier to install compared to chalk board

Use:

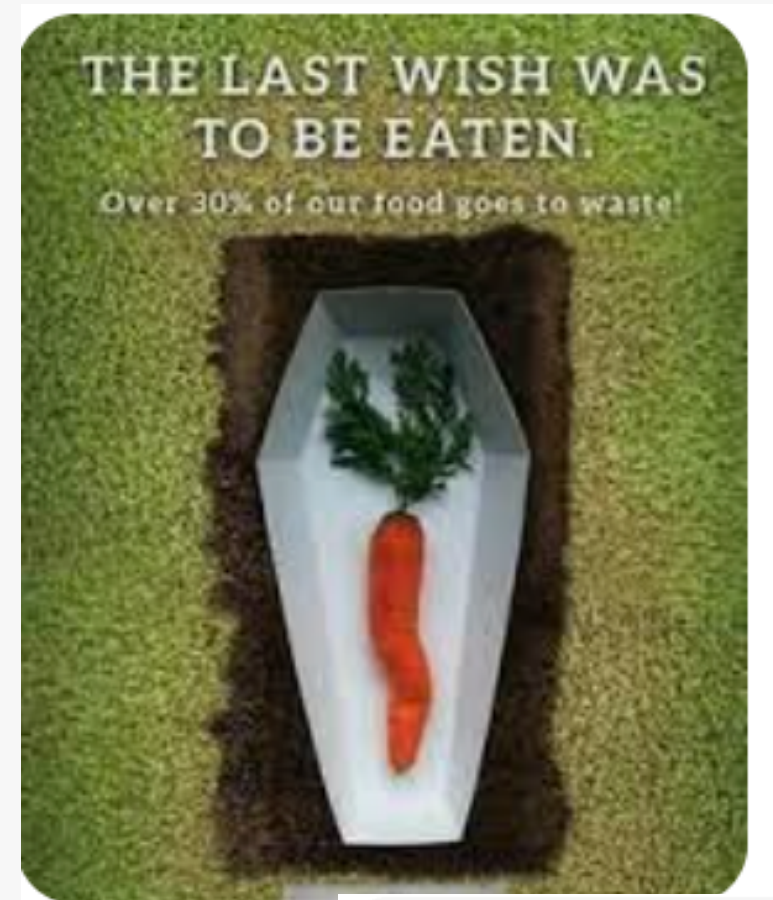
- Weekly updates -> statistics + global issues
- “GC news”
- Students would be able to interact -> writing comments, possible solutions.

Answering weekly GC questions/Goals of the week.

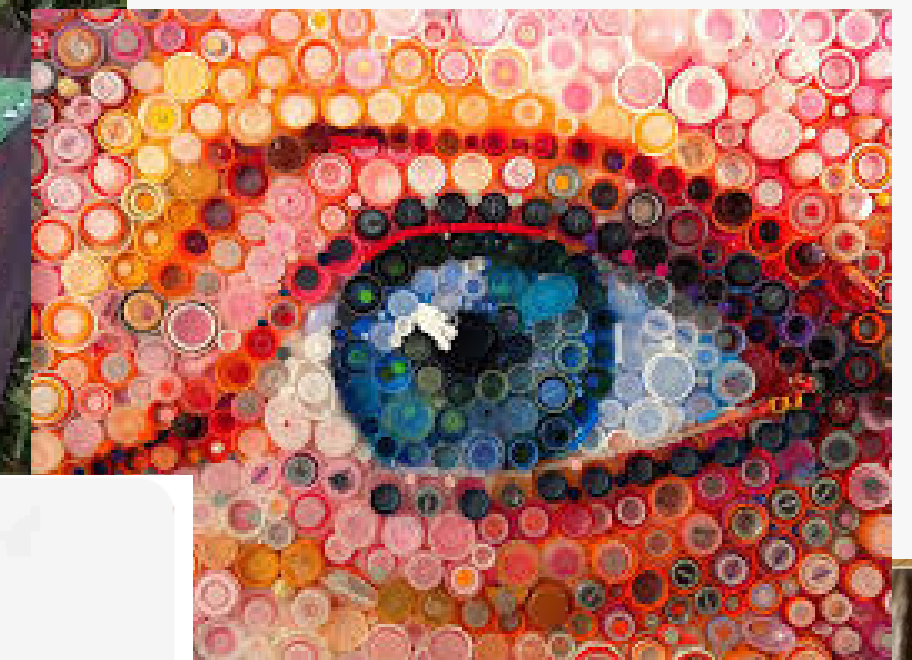
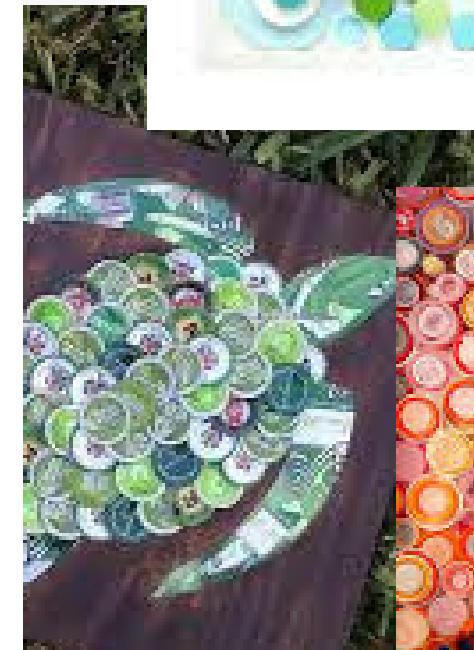
- Book exchange area


SIDE 2: WALL LAYOUT (EYE CATCHY DESIGNS)

- Textured green background
- Made with recyclable materials
- Use guerrilla marketing (satire which is eye catchy and “doesn't fit in”)
- “Double sided messages” (Lenticular printing) displaying the “cause and effect” of some actions on the environment



 Pinterest



 Guerrilla marketing



THANK YOU