

BERTHA EARTH

PROJECT PLANET LOVE

Challenge Guide



What you'll find in this pack...

- What is this challenge?
- Why get involved?
- Support for the challenge
- When is it happening?
- What are we looking for?
- Example celebrations
- Frequently asked questions
- Beyond the challenge...

*“No-one will protect
what they don't care
about; and no one
will care about what
they have never
experienced”*

- Sir David Attenborough

What is the Project Planet Love Challenge?

We believe that taking time to acknowledge and appreciate our world in a joyful way is key to enabling our planet to thrive. That's why, from now until Monday 7th December we are challenging you to celebrate some part of our planet in any way you like!

- You and your passions
- Something you love about the planet
- Your creativity

This personal celebration will mean digging deep to connect with our planet and your passions. What do you enjoy doing? What about our planet you love? What are you curious about?

It's time to get creative and think outside the box. Whether it's making your own herbal tea, designing a video game about the environment, a song, a podcast, creating a bug hotel (yes someone did that!), the options are endless. We're leaving this open so that your individuality shines through!



Why get involved?

(prizes and more)

For yourself

- Receive a special certificate from Bertha Earth for participating in the challenge
- If your celebration is the winning submission, you'll be given the opportunity to work with an editor to bring your celebration to life and have it published in an environmental magazine.
- Have fun!

For your school

As well as getting something for yourself, we'll be giving your school £500 to spend on something environmentally related.

For others

Even if you don't win big, we'll be featuring lots of the submissions on our website and social media platforms (launching soon!) to encourage others to celebrate our planet.

For the earth

Anything that celebrates and reminds people why our planet is so amazing can only be a good thing. With everything that is happening in the world right now we think this is especially important.

Support for the Challenge

Once you have registered for Project Planet Love, you can access our resource page which has little nuggets of useful information for each stage of the challenge.

You'll also have access to the chat function on the website, and you can go there to ask any questions.

Dates and Deadlines

Registration

29th November

You have until 29th November to register for the Challenge. The sooner you register, the more time you'll have to create something you really love!

Submission

7th December

The 7th December is your final opportunity to submit your celebration. Up until then, you can spend as much or as little time as you'd like on the Challenge.



What we're looking for (Judging Criteria)

A: About our planet

Whatever you celebrate, however big or small, it needs to be connected to our earth in some way. We'll be asking you why your chosen area is worth celebrating, so make sure you take the time to think carefully about what it is that you want to focus on.

B: Show us your passions and interests

This is all about showcasing what you love to do. Your passion doesn't have to be anything fancy or epic, it's more about how well you make use of your passion to celebrate the planet.

C: Bring them both together

Here we're simply looking for how you've used your passions to celebrate the planet. This is all about seeing a connection between yourself and our planet.

Breaking it Down...

1. Accept the challenge

This is as simple as saying yes to celebrating our planet!

2. Plan your approach

A: Think about what you appreciate about the planet and connect with

This can be anything to do with the environment. From your awareness of a living being to something you appreciate in your daily routine - the options are endless! Once you've got the big picture, you can zone in on one area you really connect with. This will be the area you focus on for your Challenge.

B: What you love to do and are passionate about

We invite you to think as much as possible about your passions, interests, skills and hobbies, so that your celebration can be something that showcases who you are and what you love. Reflecting on your passions will help you to come up with ideas for the challenge that really excite you.

C: Bringing it all together

Here you'll need to think of the ways you can combine the thing you love about the planet and want to celebrate with what you love to do and are passionate about. Even if you only have a few resources at your fingertips, we want you to get as creative as you can. If you have a really great idea that you can't actually carry out right now, maybe you could put the idea down on paper? Mapping your thoughts out can be a celebration in itself.

D: Create a plan

When you've mapped out your ideas and have a clear sense of what you want to do, you'll need to create a plan so you know exactly how to bring your idea to life.



3. Turn passion into action

Now you've got your plan, you'll need to carry out your challenge. This is the exciting part and where everything comes together! Your action can be as big or as small as you like, the main thing is that it's clear what you're celebrating and you have fun doing it. Don't forget to capture whatever you decide to do so you can share it with us.

4. Submit your action

Whatever you choose to do, we want you to share it with us by submitting it online. This is how we'll decide the winners so it's really important we can see what you've done. We would also love to inspire others by sharing your celebrations online (with your permission of course).

As we'll be asking to see what your celebration was, you'll need to make sure you capture it in some way. This could be a picture, video, link, or document, whatever makes most sense to you. We'll be asking you to share this with us on submission, along with the following information:

- What is the name of your Challenge?
- Which area of the planet did you decide to focus on?
- Why do you think this area is worth celebrating?
- What passions / interests did you use?
- How did you bring the above elements together to take action?

Full step by step details of how to submit your celebration will be shared after you have registered.



Examples of a celebration!

WHAT YOU LOVE ABOUT THE
PLANET

YOUR
CELEBRATION

YOUR PASSIONS
& INTERESTS



BEEES

Help our plants
grow and produce
yummy honey



Gaming



**The
Ocean**

Sea plants we
can eat



A love for
cooking



Trees

Help us feel calm
and relaxed



A joy in
drawing and
painting



**Recycling
& reusing**

Nature helping us live
sustainably



Getting
experimental



Frequently asked questions

How much time do I need to commit?

We recommend that you spend at least 10 hours in total on the project, but it can be much or as little time as you can or want to. The more time you're able to dedicate to developing and carrying out your Challenge, the more likely it is to be clear and interesting. We do understand that we all work in different ways.

I don't know much about the environment, can I still take part?

100%. You can enter this competition without knowing anything. You'll have access to our resource page to help you if you get stuck, and you might be surprised to find out how much you already know. Remember you also have access to the chat function where you can ask us any questions.

I don't have resources at home to help me, what do I do?

This Challenge is designed so that you can do anything, even the simplest of things like writing down an idea you have or taking five minutes to sit and appreciate a bird singing. We understand that you may be at home with limited access to resources, and that will be taken into consideration when marking the submissions. This might require you to think outside of the box, but we're excited to see what you come up with!

How do I submit my actions?

Once registered you will have access to a submission form and a step by step guide on how you can submit your celebration. This will be available on our resource page and we'll also send it to your email.

You can submit in written format, but if you'd prefer, you can also upload a video of yourself answering the questions.

Remember: we'll ask to see what your celebration was, so you'll need to capture it in some way. This might mean sharing pictures, videos, audio files, website links, or documents.



Can I work with others?

As this project is about you, your interest in the planet and your passions we recommend that you put yourself at the centre of this work. If you feel like it makes sense to collaborate with others, that's totally fine and you have the freedom to make that decision. Just remember you'll have to register and submit your project by yourself.

How can I get help with my project?

To help you along the way, you can check out the resource page which has little nuggets for each stage of the Challenge.

You'll also have access to the chat function on the website, and you can go there to ask any questions.

What if I don't want my submission to be shared publicly?

We won't ever share anything before asking your permission. When you make your submission, you'll have to let us know you're happy for us to share it, and if you don't want us to that's absolutely fine.

If you have a question that hasn't been answered, you can get in contact by heading to the Global Social Leader's website and using the chat function.

So you've done the Challenge and loved it. What's next?

You've done the first part by acknowledging why it's important to look after our planet and now you might want to do even more!

Why not take a little time to reflect on your celebration and think about some personal next steps? Do you want to share your celebration with more people? Maybe spend more time focusing on your passions and wellbeing? Perhaps change the food you eat? It could be anything!